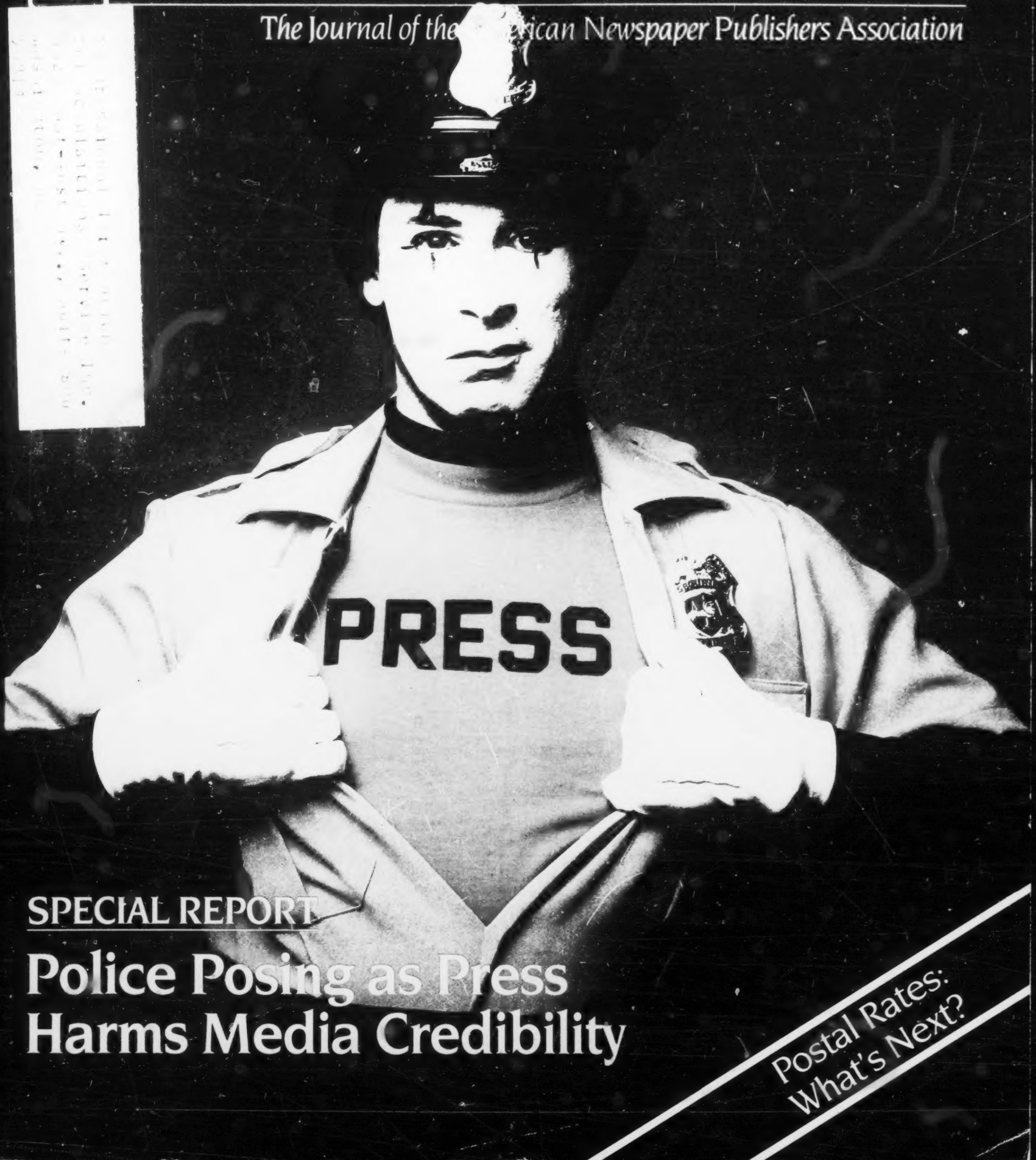
October 1984

# presstime

The Journal of the American Newspaper Publishers Association

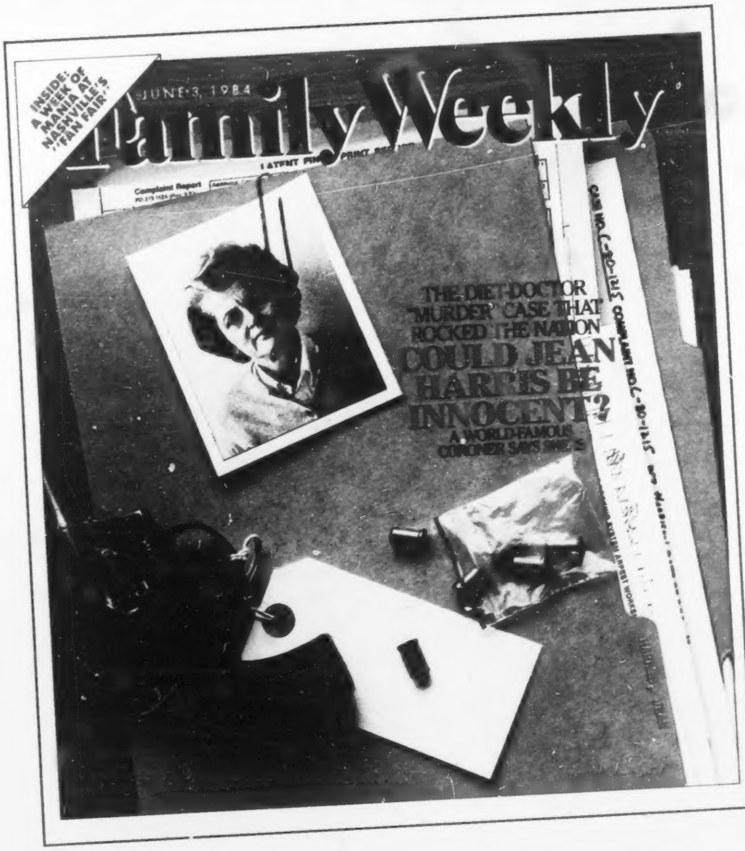


## SPECIAL REPORT

## Police Posing as Press Harms Media Credibility

## Postal Rates: What's Next?

# DOUBT


INSIDE: A WEEK OF MANIA AT NASHVILLE'S "FAN FAIR"
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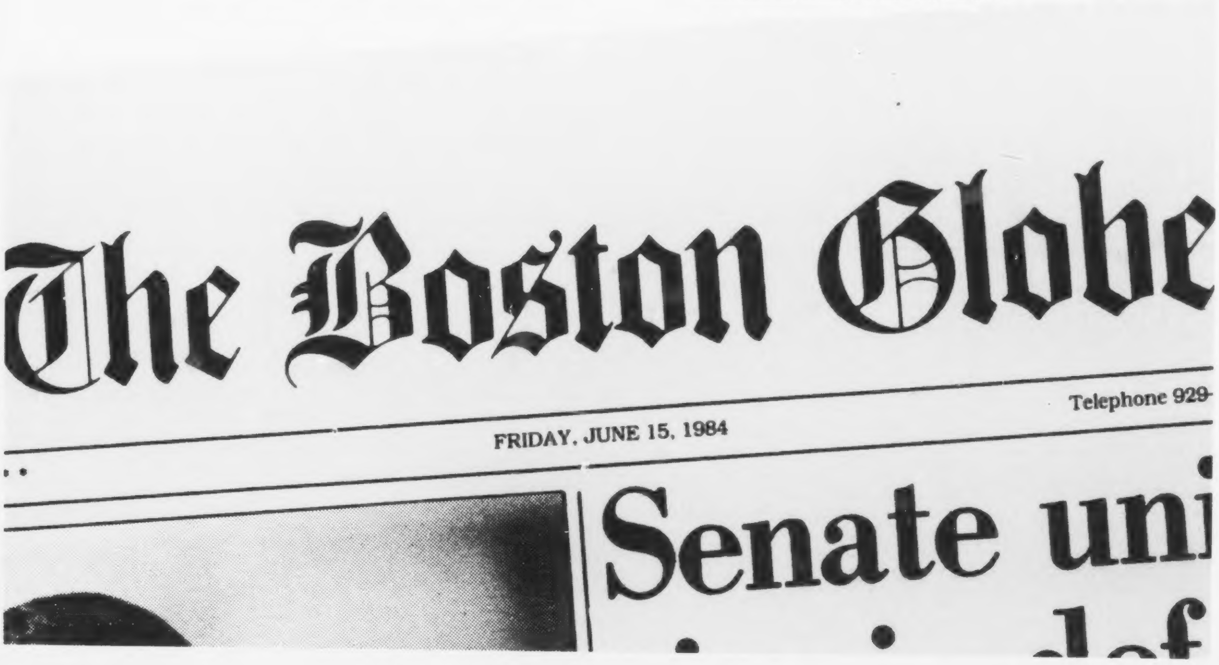

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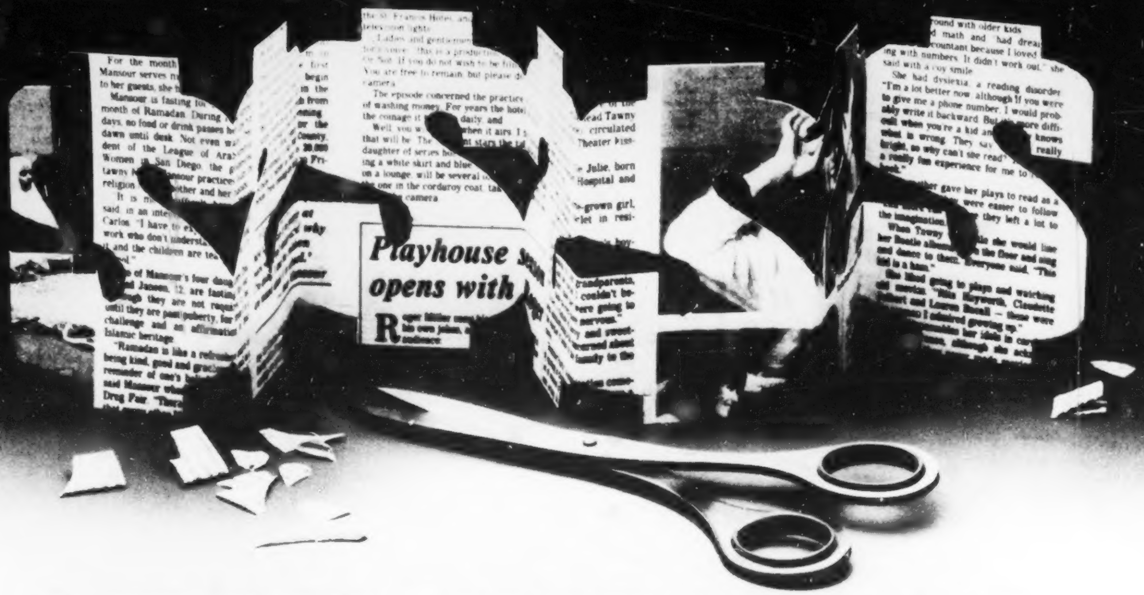

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INDEX VOLUME 6, NUMBER 10 OCTOBER 1984

**Special Report** *Journalistic credibility suffers when law enforcement personnel pose as members of the news media. Whenever they have been detected, incidents of police impersonation of reporters have touched off cries of outrage among journalists. In some cases, authorities have responded with new policies. Thus far, the problem has not been seen as widespread. However, alarms are going off in the journalism community over a proposed federal law that has the potential of putting an official stamp of approval on news media impersonation. Should the technique ever be used? There are differences of opinion within the law enforcement community—and even among the media.* **16**

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CHAIRMAN'S CORNER

# Optimism is the watchword on access to military operations

The acceptance by Secretary of Defense Caspar Weinberger of the report of the Sidle panel (officially, the Media-Military Relations Panel) is a laudable and positive recognition by the Reagan administration that military planners ought to provide for press coverage of the activities and operations of America's armed forces. Also, by approving the report, the administration agrees that there are ways to achieve such coverage while protecting mission security and troop safety.

Richard J. V. Johnson

The report's primary recommendation was "that public affairs planning for military operations be conducted concurrently with operational planning." It was the lack of such concurrent planning in the Grenada operation a year ago this month that sparked substantial, legitimate press complaints and led to the creation by Gen. John W. Vessey Jr., chairman of the Joint Chiefs of Staff, of the special panel chaired by retired Maj. Gen. Winant Sidle.

Whether the administration just *forgot* to plan for media access in Grenada, or *planned not to plan* for media access, the result was the same. The news media were denied access, and consequently the American people were denied information they were entitled to have. To the credit of the Sidle panel members, they recognized the implications of that denial. They agreed that it was wrong, unnecessary and shouldn't happen again.

Secretary Weinberger's response was wise and responsible. He simultaneously announced implementation of the report's recommendations. Furthermore, he promised the formulation of a new, permanent advisory panel to "ensure that the media's viewpoint can be expressed in our highest councils on a continuing basis."

We applaud and support the secretary's actions. In an open society—by its very nature—sometimes there will be disagreement. But always there must be dialogue.

ANPA and the nine media groups that joined last January in formulating "A Statement of Principle on Press Access to Military Operations" can be extremely proud of their work. Their effectiveness in expressing our concerns to the administration, the Department of Defense and the Sidle panel is reflected in the report. The panel quoted and endorsed those principles throughout its report.

So we can be optimistic that the press, once again, will now have proper access to military operations. The historical record supporting the correctness of that access is well-established; and the principle that Americans have the right and need to be informed about the activities of the women and men of their armed forces has been reaffirmed. We emphasize the word reaffirmed. It does not guarantee that actions by the military in the future will be right. We must, then, continue to be vigilant.

It is now extremely important that all of us in the media pledge to work with the military in a professional manner, that we not depreciate the recommendations as hopeless of accomplishment. Let us also keep in mind that our objectives are long-term and concern not only the current administration but future ones as well.

Dick Johnson

Richard J. V. Johnson
Chairman and President

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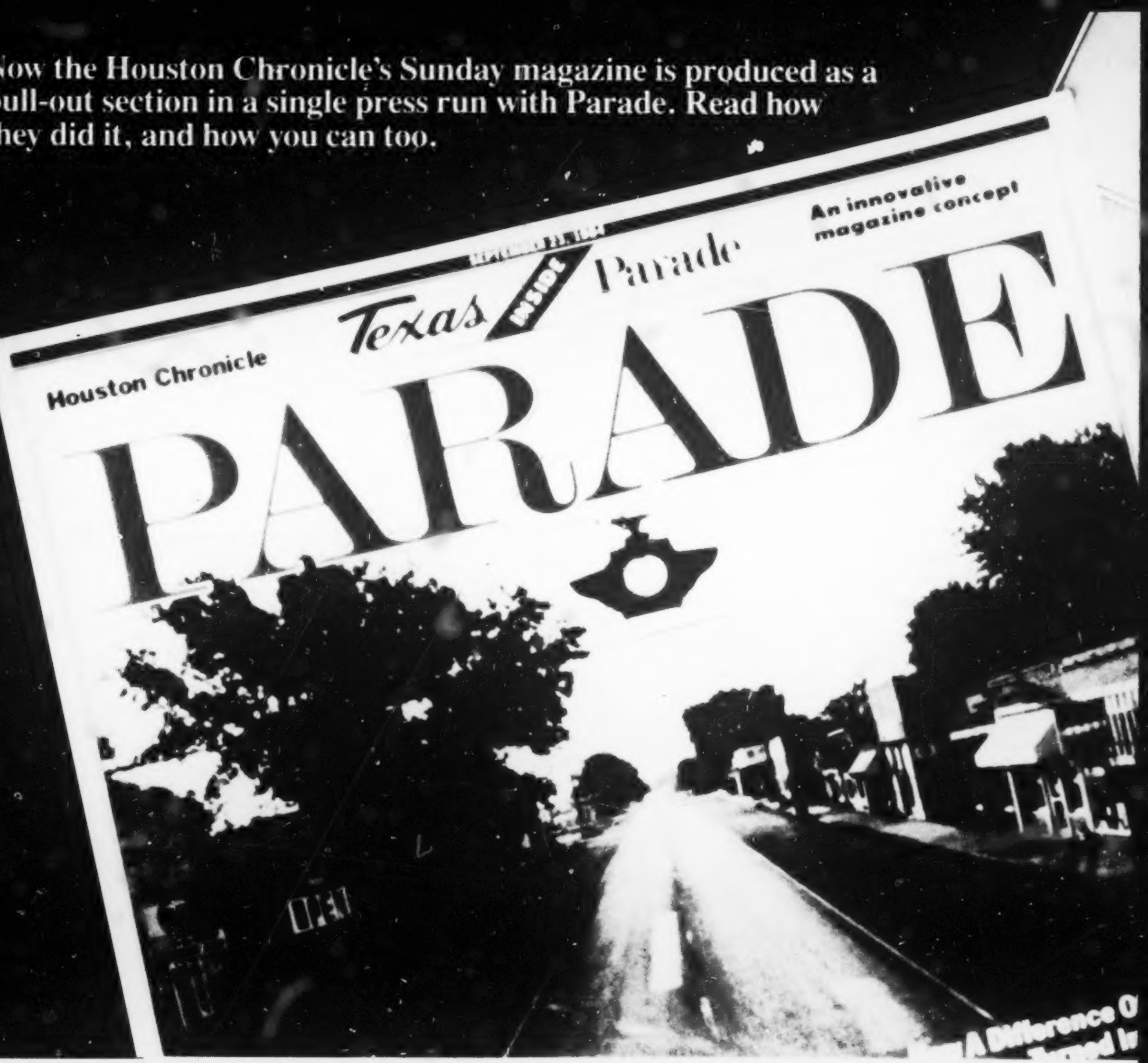

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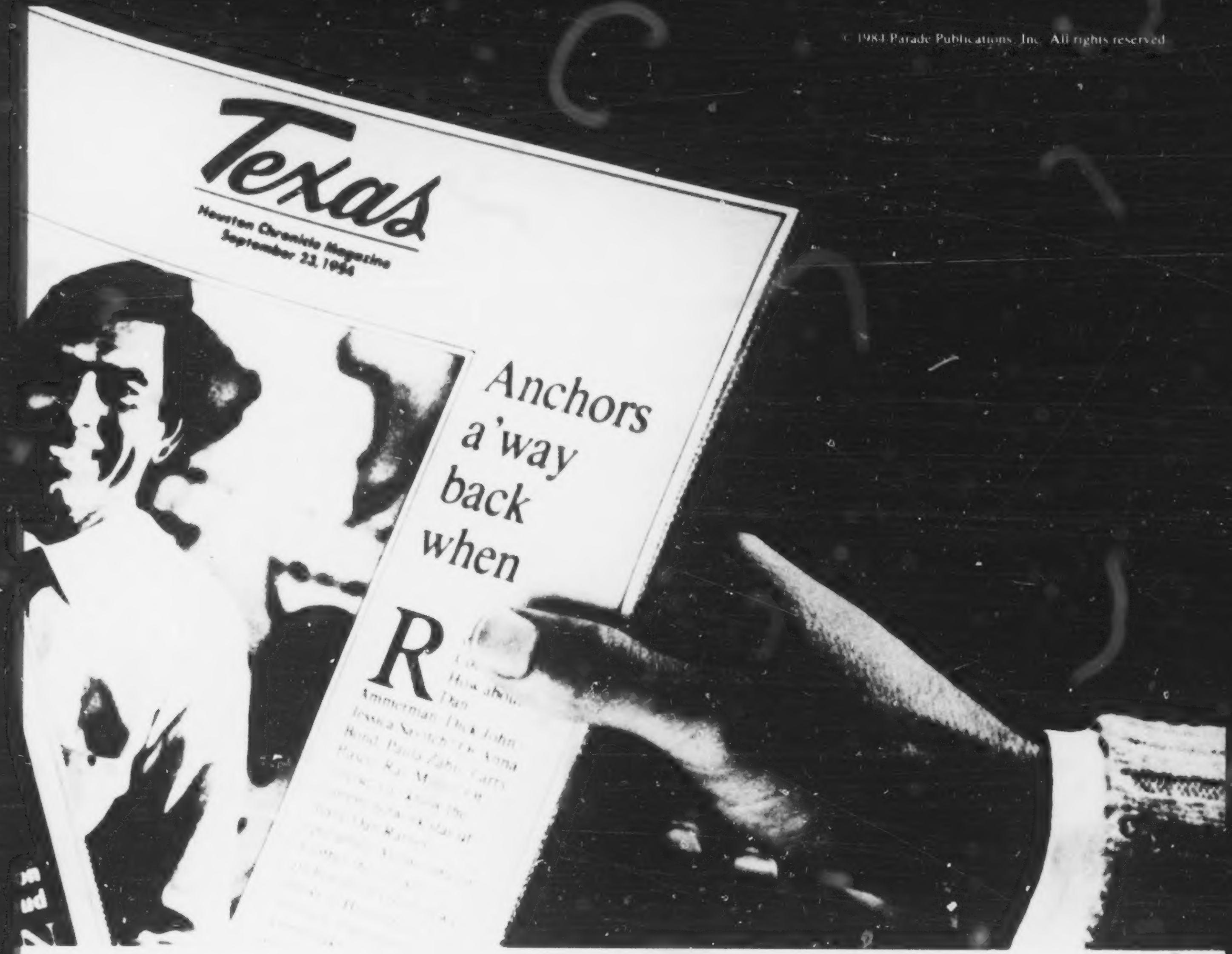

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e bindery position is necessary for collating.
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EXCITING TIME FOR RESEARCHERS

# NEWSPAPER RESEARCH

## *All departments are now benefiting from computerized studies into many areas of the business*

BY MARCIA RUTH
presstime staff writer

Research activity at newspapers, once viewed with suspicion by many executives, has gained wider acceptance and is growing rapidly in many facets of the business.

"It's a very exciting time for us researchers," says John Timberlake, research manager of the Chicago Tribune and former president of the Newspaper Research Council.

Historically, the prime motivation and strongest financial support for newspaper research stemmed from the desire to attract more advertising dollars, and many of the first research directors got their start in the advertising department. But with implementation of the $5-million, six-year Newspaper Readership Project in the late 1970s, researchers were called on to study a variety of operations throughout the business, as the industry attacked the problem of lagging circulation on a number of fronts [presstime, April 1983, p. 4].

Since then, research has emerged as a key ingredient in such diverse areas as planning editorial content, design, promotional campaigns and long-term corporate strategy.

"Researchers are much more involved in the total operation of the newspaper, not just one aspect of it," says The Boston Globe's research director, Ronald Kuzoian. "It's the biggest change I have seen in the 15 years I have been in this industry," adds the man who this month will become president of the Newspaper Research Council.

One measure of the tremendous growth in the field is the attendant growth of the council itself.

Beginning in 1967, a small band of newspaper research directors calling themselves the Research Advisory Council held informal meetings, timed to coincide with gatherings of established industry groups. Formally incorporated in 1978 as the Newspaper Research Council, the group now boasts a membership of nearly 190 research directors and attracts nationally known speakers to its own, semi-annual meetings.

There have been other significant changes in newspaper research in recent years, too. Once the exclusive province of big-city dailies, research is now conducted by some much smaller papers. Private research companies serving newspapers have boomed. And syndicated research has provided the industry with the kind of demographic data advertisers demand of today's media.

Moreover, newspapers today are "just scratching the surface" of what will be a "tremendous explosion in the ability not only to collect but analyze, store and display information in graphic form," says Timberlake of the Chicago Tribune.

The firepower for this "explosion" is being furnished by the computer. Ralph Harrington, research manager of the Houston Chronicle, says each of his staff members now has access through IBM desk-top personal computers to the information equivalent of what was stored in the paper's mainframe computer a decade ago.

**Syndicated and independent.** In the research field today, two parallel trends are evident: increasing standardization across the industry as newspapers compete against other media for the attention of national advertisers, and continuing innovation by the individual newspaper seeking a greater share of its market.

In September, Simmons-Scarborough Syndicated Research Associates began interviewing for a second round of syndicated studies for the industry. The first round two years ago provided a detailed profile of newspaper readers in the top 50 markets [presstime, June 1984, p. 47].

Compared with that earlier research effort, about twice as many newspapers had committed themselves to the latest project by the initial deadline (including newspapers in seven markets beyond the top 50), and more are expected to sign on as the study progresses. "I would personally like it to go at least to the top 100," says Jack Vernon, recently named marketing director of The New York Times Co.'s regional newspaper group and outgoing NRC president.

The council, which took a leading role in implementing the first syndicated studies, currently is working with the Advertising Research Foundation to establish guidelines for other newspaper research as well. The objective is increased credibility for newspaper data when put alongside that assembled for other media.

As for the proprietary studies being conducted or commissioned by individual newspapers, observers say it is impossible to gauge the extent of the activity because many of the results—and even the existence of some of the studies—are kept confidential.

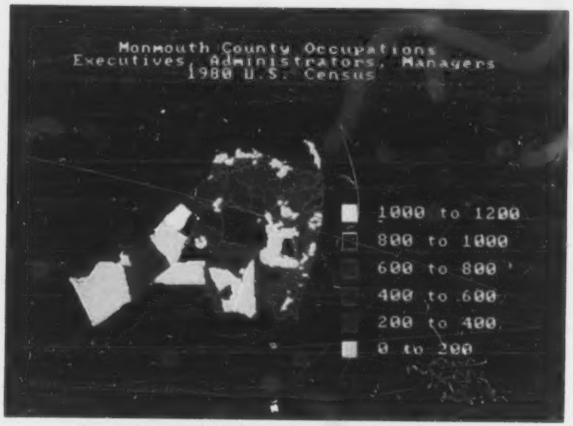
Nonetheless, researchers involved in studies for individual papers talk freely about the main themes of their work.

"Newspapers are becoming a lot more goal-oriented in their research than they were 10 years ago. Instead of doing a general market or readership study that sometimes is no more than a fishing expedition, they are deciding what their goals are in advance," says Kristin McGrath, former research director for the Minneapolis Star and Tribune.

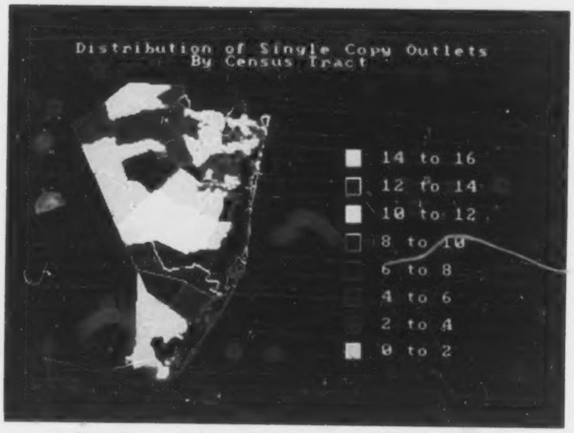
McGrath, who now heads a private research company, Minnesota Opinion Research Inc., adds, "There is enough of a knowledge base built up that there are some questions people really don't need to ask anymore."

At the same time, newspaper research is becoming more "holistic," says Albert E. Gollin, vice president and assocate director of research at the Newspaper Advertising Bureau. He explains that "reader-sensitive" researchers are beginning to measure the impact of the "whole product" rather than individual components, because the distinction between editorial and advertising—so pronounced in newspaper organizations—is not made by the average reader.

Consequently, much newspaper research is now directed toward what is known as "positioning." This type of re-



**Computer graphics from the Asbury Park Press . . .**



**. . . show demographics (top) and single-copy sales (bottom).**

search looks at how all aspects of the paper—editorial, advertising, circulation, promotion, etc.—fit in with readers' lifestyles, interests and information needs throughout the day.

"The real distinction is treating *time* as the limited resource and seeing how newspapers can do a better job of getting the public to allocate more of their time to newspapers in place of other things they are doing," says Thomas J. Holbein, executive vice president of Belden Associates.

Following a recent study by that Dallas research firm, The Milwaukee Journal made significant overtures to suburban "baby boomers," along with strengthening ties to the loyal reader base in the city. Among the changes, says Associate Editor Sig Gissler, were a sports and business section aimed at young men, a major series on the "baby boom generation" now in its mid 20s to late 30s, features on "young achievers" in a variety of professions, and a concerted effort to cover outlying areas with the intensity and expertise applied to the central city.

Another national trend is for individual newspapers to move more aggressively to measure television and radio audiences in their markets, says Harold Israel, president of Scarborough Research Corp. Other papers have become experts on the local impact of direct mail.

**In every department.** As it has expanded, newspaper research has produced some vivid examples of its practicality in everyday situations in virtually all departments. For example:

• *Circulation*: As records become more computerized, researchers are developing ways to reduce subscriber—"churn" or turnover. Applying actuarial techniques used in the insurance field, a newspaper can develop a set of criteria that will "flag" customers likely to stay with the paper, drop it, or move one way or the other depending on how they are treated. Once these distinctions are established, the paper can pay increased attention to the wavering group.

• *Management*: Researchers are making computerized projections to help top executives in the development of strategic plans. "Because of the computer, we can now process large amounts of data rapidly, look at how a combination of variables will influence one variable and look at several variables simultaneously," says Sandra Dunn, research manager for the San Francisco Newspaper Agency, which performs non-editorial functions for the Chronicle and the Examiner there.

• *Advertising*: Newspapers are not only using their databases to increase advertising revenue, they are moving into a new relationship with their advertisers.

In a dramatic display of this new role, the Houston Chronicle plans to play host Oct. 25 to up to 900 advertisers, potential advertisers and agency representatives in what Research Director Harrington calls "a show of force of the tremendous amount of information we have." The "extravaganza," says Harrington, will bring the directors of large, nationwide businesses in contact with major research figures in the newspaper industry, as well as provide workshops for smaller retailers, to "let them know they can rely on us, that we are there as a service to them."

• *Editorial*: Away from the business side of the paper, there is a parallel "renaissance" in research aimed at improving the editorial product, says Michael Burgoon, a University of Arizona journalism professor who also heads a private research firm. "The most prevalent question I get is: 'How can we make this newspaper better?'"

On the one hand, editors are commissioning readership studies to determine what people want from their newspapers. Most well-known is the Ruth Clark study commissioned by the American Society of Newspaper Editors, which recently concluded that U.S. readers favor more "hard news" [**presstime**, May 1984, p. 52].

On the other hand, editors are taking the initiative to sharpen the accuracy of news coverage by using the techniques and resources of their own research departments to practice what is called "precision journalism."

At The Miami Herald, where he was appointed the paper's first survey and research editor in January, Richard Morin conducted meticulous computerized studies of alleged unfairness in jury selection, property tax assessment and residential segregation patterns in selected South Florida counties.

Similarly, Newsday produced a computer-based study in May called "Crime in Suburbia."

This kind of research is the only way to answer questions like "How fairly do the courts work?" says Morin. "It gets you away from the limits of anecdotal journalism."

**Large and small papers.** While trends toward greater emphasis on research are discernible throughout the industry, there are vast differences in how much research large and small papers are able to conduct.

With the resources of a paper with more than 700,000 daily circulation and a strong research tradition dating back to 1916, the nine-person research division of the Chicago Tribune turns out 50 to 75 projects a year.

Within some newspaper groups, papers of all sizes are able to call on the expertise of corporate-level research directors to design and conduct or simply give advice about research studies. (See profile, p. 34.)

*Research has emerged as a key ingredient in such diverse areas as planning editorial content, design, promotion campaigns and long-term corporate strategy.*

Mid-size papers appear to be in transition, with the ubiquitous computer emerging as the potential equalizer.

For example, The Peninsula Times-Tribune in Palo Alto, Calif. (evening, circulation 60,288), is one of the smallest papers on-line with a major computer database firm, Windsor Systems Inc. Using the data-processing capability for analyzing a recent study by Ruth Clark's research firm, Clark, Martire and Bartolomeo Inc., the Times-Tribune launched revamped editions in September, targeting five distinct communities it serves between the expanding markets of San Francisco and San Jose.

Using Apple II computers to tie in with Windsor's time-sharing system on a daily basis, the paper routinely prepares tailor-made demographic profiles for advertisers for less than $15 per client, says Marketing Director Jeffrey W. Rodgers.

At the Asbury Park (N.J.) Press (evening, 121,394), the circulation, advertising, marketing and news departments are benefiting from a computer mapping program called Statmap [presstime, Jan. 1984, p. 20]. The program, which runs on an IBM PC, creates full-color maps of such things as single-copy sales in stores by census tract, says Research Manager Richard W. Orloff.

For papers with less than 20,000 circulation, research is harder to come by. "Papers that size don't have the staff time to get involved very much. All of their energy is expended in getting today's paper out," says Guido H. Stempel III, professor of journalism at the E.W. Scripps School of Journalism at Ohio University in Athens.

"Commercial help may be out of reach for papers of that size," says Stempel, and he advises small newspapers to look to local journalism schools for research assistance.

Two journals publish current work by academic and practicing newspaper researchers:

Journalism Quarterly, published by the Association for Education in Journalism and Mass Communication, includes articles on a variety of media. The Newspaper Research Journal, published four times a year by the newspaper division of AEJMC, is devoted entirely to research on newspapers. ☐

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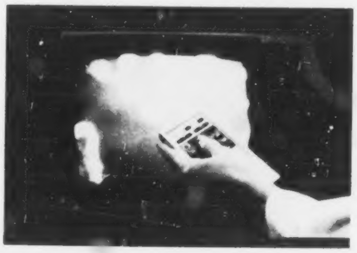
OUT GO THE COMMERCIALS

# ZAP

BY MARCIA RUTH
**presstime** staff writer

In *The Third Wave,* Alvin Toffler describes the United States as a "blip culture," where people are becoming accustomed to bombardment by "fractured, transitory images" instead of being presented with coherent information.



But an increasing number of people are finding ways to curtail some of the most prominent "blips"—television commercials—with a technique called "zapping."

And observers are beginning to recognize that accurate measurement of "zapping" could have a significant impact on reducing the huge audience claims of network television, with potential benefits to be reaped by television's competitors for the advertising dollar—including, of course, newspapers.

At it's simplest level, zapping means switching channels or turning off the volume when commercials come on. Remote control devices make it easier to do.

At a more technologically complex stage, zapping is tied to the increasing use of video cassette recorders. For example, John Doe goes out to dinner, leaving his VCR to record his favorite program. When he plays it back the next day, he "zaps" out the commercials from his armchair by pushing the "fast forward" button on the VCR remote control.

The problem is that there is no accurate nationwide assessment of how much zapping is taking place, and screams of foul play are emanating from Madison Avenue, where some major advertising agencies claim their clients are not getting their money's worth.

"We are paying for an audience that never sees the commercials," says Walter E. Reichel, executive vice-president and director of media and programs for Ted Bates Advertising/New York, which has taken a leadership role on the issue.

Charging that "the networks, the agencies, (and) Nielsen itself" currently face a "crisis of confidence" in audience measurement, Reichel challenged A.C. Nielsen Co., the nation's most prominent TV rating firm, to take zapping into account in gauging how many people view a specific program.

Specifically, Bates, other agencies and major advertisers have called on Nielsen to separate the audience for commercials from the program audience, and to exclude VCR recordings from reported audience totals. In other words, they want Nielsen to ascertain whether TV-viewing households watch commercials during regular telecasts, whether they record programs for subsequent playback, and whether they zap commercials during such playback.

Nielsen's own studies, says Executive Vice President William S. Hammill, show only 3.6 percent of prime-time viewers switch channels during programs and 7 percent switch during commercials. An additional 3 to 5 percent of the sets play to empty rooms at any one time during prime viewing hours, he says.

On the other hand, a 1983 four-market study sponsored by the Magazine Publishers Association concluded that in 29 percent of non-cable homes and 45 percent of cable homes, people were either out of the room or changed channels during commercials.

Even more of a problem, from the advertisers' standpoint, is the long-term impact of VCRs, which Bates estimates are now in about 13 percent of U.S. television households. According to Nielsen's VCR Usage Report released in 1984, 75 percent of the programs recorded are saved for playback, but only 80 percent of them are actually viewed. In about half of these, Nielsen's figures show, network commercials are zapped.

With the ownership of VCRs expected to at least double or triple in the next few years, counting recorded programs as part of the television audience is a "significant overstatement" of the number actually watching commercials, says Reichel of Bates Advertising.

While most of the broadcast and advertising industries agree that something needs to be done to bring the ratings in line with the modern technology used for zapping, there is little agreement on how this should be accomplished.

"We're going to analyze what the order of magnitude of these activities is," says Nielsen's Hammill, "and based on that, we will have to make a decision on how to handle this particular situation."

"The official posture of J. Walter Thompson USA is that zapping will increase with the penetration of VCRs," says Alice K. Sylvester, senior project director for the advertising agency, who organized a "Zapping" symposium for the Media Research Club of Chicago in July.

But Sylvester cautions that "it is a difficult area to measure. We have a long way to go, a lot of variables (to understand), before we know the extent of zapping and figure out what we can do about it."

Some people have urged the Advertising Research Foundation, which monitors media research, to study the issue.

"We're talking about major innovation, not just some little problem," says James Spaeth, group manager of strategic planning and research at General Foods Corp. "I'd like to see the ARF sponsor a commercial audience study to help us understand the problem better. Maybe it's less severe than I thought; maybe it's worse," says Spaeth, who has predicted that by the end of the decade commercials will have only about half the audience Nielsen counts as program viewers.

"It's hard for me to believe there will not be some kind of action in the future," says ARF President Michael J. Naples.

Meanwhile, the newspaper industry, which for years has questioned the importance assigned to television ratings, is watching the debate among the networks, the agencies and the advertisers.

"The public has always had control in reading, (while) television has been known as the 'intrusive medium' over which we have had very little control", says Edward Finlay, marketing manager for the Newspaper Advertising Bureau. "Zapping is the ability to edit TV the same way we edit out the newspaper and magazine articles we don't want to read."

About this development, cautions Finlay, "There is no research. . . . We are only at the brink of discovery here." ☐

AN INCREASINGLY IMPORTANT ROLE

# News executives of groups gingerly coach from sidelines

BY C. DAVID RAMBO
presstime staff writer

His formal job description isn't written this way, but here's what it boils down to: "I'm about 75 percent gospel preacher, 24 percent curmudgeon and 1 percent, if that, enforcer."

At least, that's how Robert S. Van Fleet, vice president of news and research of Ottaway Newspapers, describes his role as top editorial executive of the group of 22 daily newspapers. "I am reader, commentator, evaluator," he adds.

He makes clear, as do top editorial executives of many other newspaper groups, that he does not try to play backseat editor of papers he oversees. He does not decide whom the papers will endorse for mayor. He does not dictate story placement or layout style.

Although their methods and corporate structures vary, Van Fleet and his counterparts at other companies say their primary function is to serve as an information conduit among their groups' editors. They set up training programs, including libel seminars. They regularly critique their newspapers, although most acknowledge they do not have time to read each publication daily.

Many of them are on the road most of the time conferring with their various news staffs. Others, however, restrict their travel and communicate mainly by telephone.

Unlike top editors of many local, independent newspapers, group news executives generally are not directly involved in daily editorial decisions. They issue "orders" more as after-the-fact suggestions for future improvement.

Whatever role they play, their presence has become increasingly important because of the growth in newspaper groups. Group ownership now accounts for just under 70 percent of all U.S. dailies.

Part of the reason for creating these group editor-in-chief positions, according to some people in them, is that newspaper companies are striving to improve their editorial products in the face of a low public perception of the press.

"There is a need to have some sense of standards of performance," says John C. Quinn, whose titles include Gannett Co. executive vice president and chief news executive, and editor of USA Today. Part of his job is to "establish values without saying how" a newspaper must live up to those values.

**Editorial autonomy.** In fact, all group news executives contacted in an informal presstime survey stressed that in almost all cases, the corporate editorial chiefs keep their noses out of day-to-day, frontline decisions. They may offer stern observations, but, as several of them note, it is unproductive to "second-guess" local editors and to "always be looking over their shoulders" when it comes to the many spot decisions made during the everday news cycle.

For example, Ottaway's Van Fleet says he will offer such observations as, "Why did you let 'whether or not' be used twice so close together in the same story,' or 'Why did you end the first line of a headline with a preposition?'" To that end, "I have 1 percent enforcing powers, and that may be overstating it," he says.

Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc., says his office is responsible for assuring high quality of the group's newspapers over the long term.

While Knight-Ridder sets annual goals and its 30 newspapers work hard to meet them, "I don't believe, and nobody in authority here believes, you can edit a newspaper from a distance." He adds, "I don't try to tell people how to edit the paper or that 'You should have laid out page one differently or should have played a story differently.' "

Robert P. Clark, vice president of newspaper operations of Harte-Hanks Communications Inc., who assumed his duties a year ago, says that so far some of his most binding words to editors of the firm's 27 dailies have been "pretty much of a 'Don't you think you should . . . ?' type of thing."

Scripps-Howard Newspapers also operates on the basis of "wide autonomy" for its 15 daily newspapers, except for quadrennial presidential endorsements. Then, explains William R. Burleigh, vice president/general editorial manager, all editors in the group, including him, vote on whom the group should endorse. Each editor, regardless of the size of the newspaper, gets one vote. The majority prevails for a group-wide endorsement.

**Means to communicate.** General "hands-off" policies notwithstanding, many group news executives do play a major role in laying down guidelines and quality standards for the editorial operation. One of their most frequently cited functions is to serve as a sort of communications hub and idea-exchange for all the editorial staffs.

Most such executives organize regular meetings and seminars for their editors. Clark of Harte-Hanks has established an editorial "council" of nine editors who address subjects like staff training, minority hiring, relations with the wire services and legal problems. One of the group's biggest concerns is credibility with readers, a topic for which Clark recently formed a separate committee of editors.

Most of the executives also edit some kind of internal publication distributed to news staffs throughout the group. These newsletters may be informational or critical, often both.

Sandy Oppenheimer, director of news for Calkins Newspapers, produces a newsletter for the six dailies in his Levittown, Pa.-based group. The publication discusses such things as "one thing another paper did that each of the others could pick up on."

Ottaway Newspapers produces the Ottaway News Extra, also known as ONE, a bimonthly tabloid review of "hits and misses by news personnel" in the group. The July 1984 edition—without revealing the identity of the newspapers involved—reprinted poorly written headlines and other examples of less-than-exemplary work.

For example, the headline "House moves toward Sal (meaning El Salvador) aid vote" was branded "unsophisticated at best," and the head "Stassen's Law: Runner-ups are always right" drew the criticism that "it may be so in the world of politics, but it's runners-up in the newsroom."

Few of the group executives say they even attempt to read each of their newspapers daily. Most of them echoed Van Fleet, who says he could not fairly and closely read each paper on a day-to-day basis.

But every year, his office conducts an intensive critique in which each paper's newshole is analyzed thoroughly for two weeks. Examined are such factors as "size of the newshole and how the newshole is used." The study has found such shortcomings as a "wide-open newshole" containing unedited wire copy on pages locked up early. That situation required adjustments in operating policy, Van Fleet says.

Quinn of Gannett performs diverse communication roles in addition to producing a weekly, Gannett-circulated newsletter called Wire Watch that discusses the editorial product of Gannett's 85 daily newspapers, 35 weeklies and 20 broadcast stations.

**Personnel and budgets.** Another responsibility of the Gannett corporate news hub is to "provide a resource point in terms of staffing talent," Quinn explains. That involves recruiting and relocating people in addition to training—all efforts to "generate promotable personnel" for many levels of newsroom staff, not just top editors.

The personnel function of group executives varies from the intense emphasis given by Quinn to a more limited role, such as that taken by Burleigh, who is "directly responsible for the hiring and firing of top editors" at Scripps-Howard but not so much the group's sub-editors.

Van Fleet does not choose editors for his group's papers; the publishers do. He does, however, oversee the personnel activities of the Ottaway News Service in Washington, D.C.

Executives' responsibilities in setting budgets for their editorial departments also vary widely.

David Starr, senior editor of the 27-member group of Newhouse Newspapers, does not participate in the setting of budgets at his company's newspapers. Each Newhouse paper operates with relatively more independence than those of other groups, Starr explains. For example, there is no central Newhouse corporate headquarters and no setting of annual newspaper budgets on a corporate level, he says. Starr's office is at the Union and News in Springfield, Mass., while some Newhouse family members have offices in Newark, N.J., and Newhouse lawyers are located in New York City.

**Knight-Ridder's Jinks (center) reviews Charlotte, N.C., papers with Managing Editor Mark Ethridge III (left) and Editor Richard Oppel.**

Jinks of Knight-Ridder says he does participate in editorial budget-setting for each of the group's papers. He views it as his job to "satisfy myself that they (the newspapers) have the resources" to accomplish their goals.

**Travel woes, corporate duties.** To handle their multi-faceted jobs, each of the executives must spend a lot of time making contact with local editors. But some choose to do more over the phone, so the amount of travel varies considerably from one executive to another.

Burleigh spends about one-third of his time visiting the various Scripps-Howard newspaper plants and attending industry meetings. Clark says he is trying to visit the Harte-Hanks papers regularly, despite the time it takes. He was away from home about 45 percent of the time in July, he notes. Oppenheimer of Calkins Newspapers uses the phone to talk regularly with editors. He will do some traveling, but most of his regular contact is at various company and industry events that draw his people together.

Another difference among the executives is their level of involvement in setting company policy.

Many top news executives have almost total control in establishing editorial goals for their groups. At Copley Newspapers, however, "the policy line" for the company's 11 dailies is set almost entirely by Chairman and Chief Executive Officer Helen K. Copley, explains Herbert G. Klein, editor-in-chief and vice president.

Some of the news executives become directly involved with their newspapers' news-oriented legal problems; others let company lawyers address these issues, for the most part. Oppenheimer of Calkins serves "as a conduit for (addressing) legal problems," a natural role he has assumed after serving as president of the Pennsylvania First Amendment Coalition, an organization devoted to free-press concerns.

Despite their differing approaches, all the group news chiefs say their responsibility and authority rest on the perpetual need to change their news pages to keep up with the times. "The arrogance of the slam-bam, give-them-hell editor of the past simply has no place in the present," says Starr of Newhouse.

Jinks says a main concern he has is the "perception of our newspapers within their communities, the people who are readers and potential readers. . . . We want to be open to the people whom we are trying to reach."

And all operate on the premise that, as Quinn puts it, "Nobody's news judgment is better than the one who has to make it on the job." ☐

# Advertising rep firms take on a leadership role

BY MARCIA RUTH
presstime staff writer

As newspapers compete more aggressively for national advertising dollars, their major links—if not their lifelines—to the advertising world are the advertising representative firms.

From their headquarters in Manhattan, where about two-thirds of newspapers' national sales originate, the "ad-rep firms" are working to raise newspapers' share of the national advertising dollar.

"We're looking to change that 8 percent to 12 to 15 percent," says William V. Shannon, president of Gannett Newspaper Advertising Sales and of the Newspaper Advertising Sales Association. "The greatest growth potential in newspapers today is in national advertising."

Most of the modern firms are the results of multiple mergers of smaller companies formed in the early 1900's. The original concept behind ad reps was brokering, with independent entrepreneurs taking over from newspapers the task of selling certain ads.

But in the last few decades the rep firms, like the papers they represent, have become increasingly computerized, consolidated and professionally managed. Far from operating on the fringes of the industry, the firms have taken a leadership role.

Now they exhort the newspaper industry to develop research to position newspapers against the relentless attractions of the electronic media and the specialized audiences of magazines and direct mail, rather than just compete against other newspapers.

And as increasing numbers of local retail stores have become part of nationwide chains, most reps have responded by expanding their once exclusively national domain to include retail, and even classified advertising, for their clients.

Many industry spokesmen on both sides of the advertising dollar—agencies and newspapers—agree with Jack P. Cohen, vice-president and director of print media buying for the ad agency Doyle Dane Bernbach, who says, "I couldn't manage without them. . . . Almost everything is done through the reps."

Such praise far outweighs occasional standard gripes about how much effort a rep firm expends in the field or whether it is spreading its efforts evenly among all clients.

**Branching out.** Perhaps the most significant role played by the rep firms recently is their insistence that the newspaper industry present a unified front in the push to raise its meager share of the national advertising dollar.

"It's about time we recognized the enemy is not within. It's without," says Charles S. McNally, senior vice president and eastern region manager of Cresmer, Woodward O'Mara & Ormsbee Inc. "Instead of fighting among ourselves, we need to compete with other media."

Rep firms were among the strongest supporters of the $2-million worth of industry-sponsored syndicated research in the top 50 markets, which will be updated this year by the newly merged Simmons-Scarborough Syndicated Research Associates.

While most papers in these markets have access to syndicated research, reps have become a primary source of other computerized studies and have led the way in developing procedures to use these burgeoning databases more efficiently.

For example, Million Market Newspapers Inc., which represents dailies in six of the top markets, has already distributed close to 10,000 copies of a 56-page booklet interpreting syndicated research, and it has given nearly 100 workshops based on the guide [presstime, April 1984, p. 54].

Two other rep firms, Story & Kelley-Smith Inc., which represents papers in 19 states, and Knight-Ridder Newspaper Sales worked with Doyle Dane Bernbach to develop a computerized program to reduce the time involved in planning and buying newspaper advertising in multiple markets [presstime, June 1984, p. 47].

Another major change in ad rep firms is that about two-thirds of the 17 national members of the Newspaper Advertising Sales Association, to which most national and local reps belong, now have full-fledged retail departments. This shift from a totally national focus follows the trend of many retail stores to become incorporated into chain operations, with centralized purchasing, billing and advertising.

"Newspapers could not control advertising locally because store managers were not controlling their own destiny," notes John T. Condon, senior vice-president and retail sales manager for Knight-Ridder Newspaper Sales.

**Independents and groups.** Generally speaking, there are two basic kinds of rep firms—independents, which represent a wide variety of unrelated newspapers, and those established by newspaper groups or large metropolitan dailies to represent only themselves. Although all have the same purpose—to increase advertising revenue for their clients—they vary greatly in terms of the services they provide.

Some, like Landon Associates Inc., and Branham Newspaper Sales, specialize in the needs of small papers.

"Numbers aren't the most important thing to us," says Herb Partridge, Landon's vice-president and director of research and promotion. Dividing 85 percent of its more than 400 newspapers into "markets that make sense to an advertiser," Landon sells advertising for "networks" of papers too small to attract national advertisers on their own. The company frequently emphasizes the upscale demographics and comprehensive coverage of suburban markets.

To counter national advertising agencies that automatically go to the list of the top 50 markets when contemplating media buys, "we try to convince them there is another way," says Partridge, "because most of our papers aren't going to be on that list."

Branham, which represents primarily small and mid-size papers, as well as a few larger ones, has developed a series of presentations illustrating how buying space in a combination of small papers may provide the right audience for an advertiser. A recent booklet, for example, analyzes the value of newspapers as a political advertising vehicle while pointing out the coverage patterns of Branham newspapers by congressional districts.

**Branham executives (from left) William Huck, Jeffrey Gropper, Richard Ross and Paul Johnson study sales information for some newspaper clients.**

Firms representing smaller papers generally offer management services such as billing and collection, while those at the other end of the spectrum tend to leave management details up to their clients.

Sawyer-Ferguson-Walker Co., for example, which does not represent any papers with less than 50,000 circulation, concentrates on large national advertising accounts. "The last thing The Washington Post wants us to handle is their money," says John T. Mennega, vice president and director of marketing and research. "Our business is sales and marketing."

All of the national firms have offices in major advertising centers across the country, such as New York, Chicago, Los Angeles, Detroit, San Francisco, Dallas, Atlanta, Philadelphia and Miami. Those representing smaller papers have more offices in smaller cities, where they work closely with brokers, wholesalers, even store managers, planting the seeds of their ultimate sales at what is called the "field factor level."

Independent firms are not eager to discuss their specific payment formulas, which are negotiated separately with each newspaper client.

One controversial area is the different way some firms are paid for negotiating national and retail advertising. Some reps are paid less for retail than national sales. Some are not paid for retail at all. Advertisers, on the other hand, are often scrambling to buy more retail advertising, which is usually priced below national.

Many national reps "will barely lift a finger" to assist with retail advertising, Joel S. Kushins, senior vice president/media director of the Bozell & Jacobs ad agency, wrote in the August issue of Madison Avenue magazine.

"Perhaps the thing to do now is to have newspapers and reps talk to each other, and see to rewriting these [payment] agreements," says Doyle Dane Bernbach's Cohen.

In the last two decades there has been a trend toward newspaper groups pulling their papers out of independent companies and establishing their own rep firms. Newhouse Newspapers set up Metro Suburbia in 1963; Knight-Ridder Newspapers Inc. and Gannett Co. Inc. both established their own rep firms in the 1970s.

"The great advantage of an in-house agency is we can devote all our resources to a single project or a single market without offending someone else," says Edwin F. Russell, president of Newhouse's Metro Suburbia.

The most recent break with independent representation came in February, when the Times Mirror Co. announced formation of New York-based Times Mirror National Marketing to represent four papers nationwide—Newsday, The Denver Post, The Hartford Courant and the Dallas Times Herald—plus the Los Angeles Times in Miami, Dallas and Detroit.

Stressing that Times Mirror papers were not dissatisfied with service from independent firms, Thomas R. McCartin, former publisher of the Dallas Times Herald and president of the new company, says the venture will offer "speed in communications" and "fast decisions" within the "Times Mirror family."

At the top end of the scale, five of the nation's 10 largest papers, based in the advertising centers of New York or Chicago, handle the bulk of their advertising sales internally. They are: The Wall Street Journal, The New York Times, the New York Daily News, the Chicago Tribune and the Chicago Sun-Times. The Los Angeles Times has its own representation, except in Miami and Dallas, and its rep firm shares responsibility with Times Mirror National Marketing in Detroit.

The one major national firm that does not fit into either the independent or group-owned categories is Million Market Newspapers, which is cooperatively owned by independent newspapers in six metro areas with populations of over one million—The Baltimore Sun, The Boston Globe, The Detroit News, the Indianapolis Star and News, the Milwaukee Journal and Sentinel, and The Arizona Republic and The Phoenix Gazette.

**Other options.** Beyond the major firms, there are a host of smaller ones, some of which provide regional or specialized advertising services for newspapers that have national firms handle the bulk of their accounts.

Western States Associates Inc., for example, represents the Chicago Tribune and the New York Daily News in 11 Western states and Hawaii, as well as the Sunday Magazine Network and Sunday Metro Comics.

Smaller papers not part of the larger firms can benefit from the close to $6-million worth of advertising lured by American Newspaper Representatives, a subsidiary of the National Newspaper Association, which primarily represents weeklies and small dailies.

Other small papers work at the state level, where more than two-thirds of the press associations provide a "one order, one bill, one check" service for advertising clients of member newspapers. By accumulating a variety of ads that might otherwise be ignored, some state press associations had billings exceeding $1 million last year.

Figures compiled by the Newspaper Advertising Bureau would suggest that smaller newspapers have a long way to go in their efforts to attract more national advertising. Currently, 85 percent of it goes to papers over-100,000 circulation, which comprise less than 10 percent of the U.S. total of about 1,700 dailies. ☐

Special Report

# IMPERSONATION

## When cops pose as press, media credibility suffers. But would a law against it only make matters worse?

BY MARGARET GENOVESE
**presstime** staff writer

Credibility is the U.S. news media's most precious possession. They say they are being robbed. The perpetrators of this "crime" against the press are law enforcement officers who pose as members of the media to gather information, to gain access to people or places, or to provide security.

"We've got enough credibility problems without policemen running around impersonating newsmen," says Phil J. Record, associate executive editor of the Fort Worth Star-Telegram and national president of the Society of Professional Journalists, Sigma Delta Chi. "People start learning about this and sources will wonder, 'Am I talking to a policeman or am I talking to a bona fide reporter?' I think it is very dangerous."

There was a case of reporter impersonation in Record's own backyard last year. Reporters for the Dallas Times Herald spotted—and blew the whistle on—two plainclothes Dallas police officers taking photographs at a July 1983 Ku Klux Klan rally while wearing press credentials that identified them as representing the "Metroplex Daily News."

The Dallas incident is not unique. There have been at least a dozen other reported cases of police impersonation of the press in the last eight years and possibly more that have gone undetected.

Although the practice may be a "crime" in the eyes of the press, it apparently is *not* illegal.

National news media organizations say they are unaware of any federal or state laws that prohibit it. On the other hand, there are federal and state laws barring impersonation of law enforcement and other public officials. (See story, p. 20.)

Even the few federal agencies that have officially recognized the ramifications of impersonating the press and have placed restrictions on the practice nonetheless allow it under certain conditions. On the local level, few police departments expressly forbid it.

Although the media have protested where impersonation has occurred, for the most part they have been content to rely on publicity and persuasion to affect changes in law enforcement policy, rather than seeking legal remedies. One reason is that, thus far, the problem has not been seen as being widespread or institutionalized.

That, however, could change if a bill pending in the U.S. Senate is enacted. While attempting to restrict impersonation of reporters by Justice Department agents, the bill is viewed by the media as having the potential to authorize it indirectly.

ANPA and other news media groups have testified against the bill's press-related provisions. "Once infiltration and impersonation are legitimized, the principle of independence for the news media is lost, the damage is done," said John Seigenthaler, editorial director of USA Today and editor and publisher of The Tennessean in Nashville. "These bureaucratic guidelines do not assuage us," he added while representing the media groups.

At its September meeting, the ANPA Legal Affairs Committee recommended the ANPA Board of Directors adopt a policy that under "no circumstances should any government agent impersonate a member of the press.

**Masters of disguise.** Police impersonation of reporters is nothing new. "I'm an old timer," says 81-year-old Northwestern University journalism professor emeritus and author Curtis D. MacDougall, "and I've heard about it all my life."

In recent memory, at least, the activity may have drawn the most attention in the late 1960s and early 1970s when civil unrest was rampant and police routinely monitored the activities of potential troublemakers.

In its Sept. 23, 1968, issue, Newsweek magazine reported that "lawmen all over the country slip undercover and disguise themselves as newsmen, particularly when they are tailing black militants, student activists and other dissenters." It cited incidents in Chicago, New York City and Washington, D.C., where impersonation had been detected involving local and federal law enforcement personnel.

Times have changed. Organized protest is not as prevalent. And law enforcement agencies have turned away from such surveillance as a result of revelations in the mid-1970s that some police spying was being done on individuals and groups not because they were suspected of violating the law, but because of their political activities.

Even so, impersonating news people still goes on—perhaps with more frequency than most members of the media realize, although the actual dimensions of the problem are hard to gauge.

The cases of police impersonation since 1977 documented by the Reporters Committee for Freedom of the Press range from those in which the deception was done casually, to those in which the stratagem was carefully planned.

In the former category: a case last February in Carson City, Nev. The place: a Lincoln Day dinner for Republican Party faithful. The suspects: "two strange journalists sitting in the corner," as Andrea Engleman, secretary-manager of the Nevada Press Association puts it.

Because she is familiar with most of Nevada's relatively small number of news people, Engleman says she was curious about the newcomers with the press badges, so she asked them their affiliations. "They started to mumble," she says. "Finally one of them said, 'Actually, we are sheriff's deputies,'" assigned to provide security for featured speaker Sen. Paul Laxalt (R-Nev.).

Engleman told the officers to remove their press badges immediately. And she "very sweetly" suggested "that if they wanted to impersonate the press in the future, first of all, they needed to carry a pencil and a piece of paper, and, secondly, they needed to have bright, alert, intelligent looks on their faces." Says Engleman, "I was a little hot," as was the rest of the press corps to find cops in their midst.

The press association protested to Republican Party officials and the sheriff's office. They said they would not do it again.

**Dallas police posed as press to photograph this Ku Klux Klan rally last year.**

reports Engleman. "I suggested in the future they dress [the deputies] up as waiters; they are less noticeable that way."

An example of a more carefully planned police impersonation occured in May in Morristown, N.J. In that incident, police took great pains to play their parts as reporters convincingly. The setting was a rally planned by the Youth International Party—Yippies—to protest the state's marijuana laws. Two police investigators, one from the Morris County Sheriff's Department and the other from the county prosecutor's office, arrived in a vehicle labeled "Channel 6—New Jersey's Morning News." The officers, whose clothing also bore the logo of the non-existent Channel 6, proceeded to videotape "interviews" with the demonstrators. As the protest progressed, six of the demonstrators were arrested and charged with violations of the state's drug laws.

Initially, there was little reaction from the local press. Morristown Daily Record reporter Brian Murray, then a reporter with The Daily Advance in Dover, recalls the investigative technique was mentioned in stories in the next day's newspapers. "But they used it . . . the sixth paragraph or so," he recalls. "It wasn't . . . [reported as] a big deal at the time." But by the next day, Murray says he and his editor began wondering about the practice, whether it was legal, ethical or fair.

The impersonation subsequently escalated into a major news story itself. The New Jersey chapter of the Society of Professional Journalists, Sigma Delta Chi called for a state law forbidding police from impersonating reporters except when it is the only means of stopping serious illegal conduct. The American Civil Liberties Union of New Jersey also said it might propose legislation to bar the practice.

The Record in Hackensack, which endorsed the idea of a state law banning press impersonation, commented editorially: "Certain occupations require confidential relationships—doctors with their patients, lawyers with their clients, priests with their penitents. So too with reporters and their confidential sources. If people start believing that reporters may be policemen in disguise, fewer will feel comfortable about sharing sensitive information with them. What would have happened to the Watergate scandal if Deep Throat had thought Bob Woodward was a government agent?"

**Defending the practice.** The local news media were not the only ones caught off guard. Morris County Sheriff John M. Fox, who acknowledges the scheme was his idea, says he was "very much" surprised at the reaction of the press.

"I could understand where the media would be aghast had we gone out on a one-on-one situation with someone and attempted to gather evidence," he says, "but what we did was on a public street where there were 60 witnesses. There was no confidentiality [implied] and anyone speaking to a television camera in front of a crowd like that cannot expect confidentiality."

Fox says the videotaping was not done to gather "evidence," but rather to obtain "intelligence" on whether the protesters intended to "assault" the nearby county jail. Literature distributed before the rally, claiming demonstrators would "legally" break into the jail by forcing police to arrest them, concerned him, says Fox, as did the fact that two Yippies had just been released from the jail and could have been in touch with "major drug traffickers" still in the facility.

Five days after the incident, New Jersey Attorney General

## One newspaperman defends cooperation with police

Under the same circumstances, and despite the vilification of his journalistic peers, R.L. Taylor says he would again give a cop a cover identity at his newspaper.

Now director of special projects for the Durham (N.C.) Morning Herald and The Durham Sun, Taylor was publisher of The Welch (W.Va.) Daily News when in 1977, state police officials came to him with some information he already knew: the 3,000-population town had a "dreadful drug problem." The newspaper itself had recently dismissed one of its advertising salesmen after he had been arrested on drug charges, Taylor says.

The state police problem was how to introduce an outsider—an undercover narcotics investigator—into a small community where job opportunities were limited to coal mines or retail stores, neither of which afforded any flexibility of movement, Taylor explains. So he agreed to provide a "cover" identity for the investigator. Although he considered putting the trooper in the advertising or circulation departments, Taylor decided to put him in the newsroom as a reporter "trainee" from another newspaper in the same newspaper group, figuring that this position would allow the trooper to come and go without arousing the suspicion of the newspaper's employees.

R. L. Taylor

At first, he told no one else the trainee's real identity, but after the officer complained that the managing editor was assigning him stories and he could not get his undercover job done, Taylor let the editor in on the ruse. (The detective did do one story before the editor was informed of the masquerade, Taylor says. It was a feature story that he describes as "God-awful.")

Taylor insists that "at no time did the trooper use his position on the newspaper [to pose] as a reporter inquiring about drugs. He was merely an employee at the newspaper, and since the newspaper had just had one well-known drug person [on its staff], the local drug community didn't see anything wrong with another one being there."

In return for its cooperation, the newspaper got first crack at the story of the arrests that resulted from the four-month investigation, sending one of its reporters along on the police dragnet.

After the story broke, he was "condemned by vast numbers of people," Taylor remembers. "I was told that investigative reporting in America had been destroyed forever by this. . . ." Nonetheless, "if the opportunity arose to do that again in a small town, at my newspaper, I would do it again," Taylor says.

"I'm not at all concerned about what the American Newspaper Publishers Association thinks, or what The New York Times thinks, or what the Columbia Journalism Review thinks. That is absolutely no concern of mine. My first concern was that community."

Except, he adds, next time, "I might make him a pressman."

*"What would have happened to the Watergate scandal if Deep Throat had thought Bob Woodward was a government agent?"*

Irwin I. Kimmelman said he would "strongly discourage" the use of undercover operations in which law enforcement officials represented themselves as reporters. In light of that, Sheriff Fox says he is not "anxious" to repeat the ruse. "But," he adds, "there might be certain life and death situations that might warrant it."

The president of the National Sheriffs' Association disagrees. "Under no circumstances" should the police pose as news reporters, says Louis F. Gianoli, sheriff of Marathon County, Wis.

The majority of police officers interviewed about police/press impersonation for a story in a law enforcement journal agreed with Gianoli. For the March 1981 issue of The Police Chief, the official publication of the International Association of Chiefs of Police, 97 police officers around the country were asked whether police should impersonate journalists to complete an investigation. According to the article, nearly 60 percent said no. Another 21 percent said yes, while 17 percent said yes, under certain circumstances.

But in an ABC News "Nightline" program about the Morristown masquerade shortly after it occurred, Minneapolis Police Chief Anthony V. Bouza defended the practice.

"The question gets tangled up in a lot of irrelevancies like what constitutes fair play. That is all really rubbish. . . . The only secure compass for police behavior is the law," Bouza later told presstime.

Absent a law prohibiting impersonation, it is "absolutely appropriate" for police to pose as reporters, says Bouza, author of books on police administration and police intelligence. However, he believes the technique should be used only in circumstances in which police suspect "a potential or actual breach of law." It should not be used "randomly or frivolously," for "trolling expeditions" or for political ends. To do so would just "invite the intrusion of the law."

**Untested legal remedies.** Do news organizations victimized by a police impersonation have any legal recourse? Not much.

A newspaper whose staff member has been impersonated might base a lawsuit on claims that the impersonation interfered with its business or harmed its reputation, suggests Barbara M. Mack, secretary and general counsel of The Des Moines Register and Tribune Co. Reporters might claim that their civil rights had been violated because the impersonation placed them in a position in which they could not earn their livelihood, she says. If the incident involved impersonation of a specific reporter, he or she might claim an invasion of privacy.

However, media attorney James C. Goodale of Debevoise & Plimpton in New York City believes if the impersonation involved a fictitious newspaper, it would be "very difficult to stop that."

One news organization that was a victim of police impersonation looked into bringing suit and decided against it.

In May 1980, a New Hampshire state trooper posed as a cameraman from Channel 11 in Durham to videotape a demonstration at the Seabrook nuclear power plant. At the demonstration, a news crew from the real Channel 11—public broadcasting station WENH-TV—spotted the imposter and asked to see his press credentials. He subsequently was identified on the air as a state police sergeant.

Thomas I. Flygare, director of legal affairs for the University System of New Hampshire, advised Channel 11 that a suit for monetary damages or other relief against the state police, the attorney general, or the governor's office, which issued the phony press credentials, would be "doomed to failure."

In the first place, he said, state officials are immune under state law from such suits in connection with their official duties.

But even if this were not the case, it would be "very difficult for a news organization to demonstrate the kind of damages for which courts normally provide compensation," he said. "That is, there is an absence here of any documented loss for which courts are able to provide remedies. Such losses, for example, typically are in the nature of medical bills, lost wages, or property damage."

The station probably could have obtained a preliminary injunction to stop the police officer from continuing his impersonation, Flygare advised. But given the fact that the governor's office had promised not to issue press credentials to state police in the future, it was highly unlikely that any court would entertain a petition for a permanent injunction against the state police, he said.

It is equally unclear whether an

**Morris County Undersheriff Benjamin Rideout and Prosecutor Lee Trumbull answer questions about Morristown, N.J., impersonation incident involving their officers.**

The Daily Advance

individual who talks to a police officer thinking he or she is talking to a news reporter has any legal recourse.

Although unable to cite any cases specifically dealing with police impersonation of the press, attorneys familiar with legal challenges to surreptitious police techniques say the general state of the law—developed through a series of so-called "misplaced confidence" cases decided by the U.S. Supreme Court—is that the individual should be on guard that the person being dealt with is an imposter. According to Albert M. Pearson, professor of law at the University of Georgia at Athens: "The cases that have dealt with this issue have been pretty direct about spelling it out that way. The individual assumes the risk that he is dealing with a police officer."

Athens was the site last October of an incident of reporter impersonation, also involving an anti-nuclear demonstration. In that case, the police misrepresentation took place during an attempt by a deputy U.S. marshal to serve court papers on an organizer of a protest planned for the Savannah River Plant, a federal facility where fuel for nuclear weapons is produced. According to the Justice Department's Office of Professional Responsibility, which conducted an inquiry into the incident, the marshal entered the office where the anti-nuclear activist was working, inquired about her, and, upon being asked if he was a reporter from Greenville, S.C., agreed that he was. The agency closed its investigation after determining that the marshal did not engage in any "ongoing effort to masquerade as a reporter." It said it was unaware of any law or regulation that the marshal had violated [presstime, June 1984, p. 36].

## How about the reverse: reporters posing as cops?

"What do you think of a reporter who poses as a Secret Service agent?" asks Inspector John R. Hennessey, public affairs officer for the San Francisco Police Department, making the point that police/press role-switching sometimes goes the other way.

Hennessey tells the story of a local radio newsman who put on a trench coat, turned up the collar, "moseyed through the police line" and mingled with security personnel during the 1983 visit to San Francisco by England's Queen Elizabeth II and President Reagan. Hennessey says he spotted the reporter but took no action against him. It was "kind of funny to watch him pull off this little charade," he says.

But Bruce W. Sanford, First Amendment counsel for the Society of Professional Journalists, Sigma Delta Chi, objects to the analogy.

The consequences of the two are "vastly different," Sanford says. In the case of reporters impersonating police, the end result is news that is published to inform the public, Sanford says. "On the other hand, when police impersonate reporters, the consequences are either entrapment or the gathering of evidence."

There's another big difference, too: There are federal and state laws against members of the public impersonating police officers or public officials. And last year, two newspaper reporters were convicted of violating such laws.

Carla Cantor, a reporter for the Morristown (N.J.) Daily Record, has steadfastly denied that in order to obtain interviews, she told the family of a murder victim she was from "the morgue." The deceased's mother filed a complaint to that effect, and Cantor was found guilty by the Municipal Court of Kenilworth, N.J., of impersonating a "public servant" [presstime, Dec. 1983, p. 18].

Cantor is appealing the decision, and her sentence—a $500 fine and 30 days of community service—has been stayed pending the outcome.

David Roman

The other reporter convicted last year of impersonation, David Roman, says the person he interviewed in the maximum-security prison at Mecklenburg, Va., knew that he was a reporter for the Potomac News in Woodbridge, Va.

Nonetheless, Roman ran afoul of the law because he wore the badge of a jail sergeant to gain access to the prison to conduct the interview with a death-row inmate. Roman says he was given the badge by the superintendent of a regional jail who had planned to accompany Roman to the prison but at the last minute could not make the trip.

Now a city hall reporter with The Florida Times-Union and Jacksonville Journal, Roman was found guilty of impersonating a police officer, paid a $1,000 fine and served 10 days in jail [presstime, Oct. 1983, p. 13].

While not actually claiming to be police officials, some reporters—intentionally or unintentionally—may not make it sufficiently clear they are journalists when contacting sources for a story, leaving the impression that they are persons in authority. For example, Lt. Daniel N. Cooke, spokesman for the Los Angeles Police Department, says there have been occasional problems when reporters assigned to the police department's press room have identified themselves as "police reporters."

The question of whether reporters should ever engage in deception in pursuit of a story is one that has long been a subject of ethical debate. The discussion transcends the philosophical when it comes to official impersonation because of the laws against it. But some experts in press ethics argue that, just as with police impersonation of reporters, there could be certain extraordinary circumstances in which impersonation of public officials would be justified.

"I don't advocate doing anything illegal," says Philip Meyer, professor of journalism at the University of North Carolina, "but there are times when moral responsibility requires a person to break the law. Martin Luther King knew that. Thoreau knew that. And reporters sometimes know it."

Meyer, author of "Editors, Publishers and Newspaper Ethics," a study commissioned by the American Society of Newspaper Editors, cautions that this argument "isn't a rationalization for impersonation (by a reporter) whenever he or she feels like it."

Anthony Day, chairman of the ASNE Ethics Committee and editor of the editorial pages for the Los Angeles Times, says: "Neither policemen nor reporters ought to impersonate one another unless it's absolutely necessary . . . as a general rule it's a very bad business because a policeman who impersonates a reporter tends to discredit reporters generally. Conversely, a reporter who impersonates a policeman discredits policemen, and they both discredit their own profession."

**Recourse is sparse.** In the absence of laws prohibiting police impersonation, the only protection the press has is policy.

One problem with relying on policy is that most law enforcement agencies do not have a policy on news media impersonation, and of the few that do, most still allow it under certain conditions.

Of the police departments in the 12 largest cities in the United States, three—Dallas, New York and San Francisco—have policies against issuing press credentials to police officers. (Dallas acted after its officers were caught with press credentials at the Ku Klux Klan rally last year.)

But only one, the Los Angeles Police Department, expressly prohibits press impersonation. Its manual states: "The use of a news media cover by an officer to obtain intelligence information is not an acceptable form of undercover activity. Once a police officer is discovered in such a role, particularly in a crowd-control situation, legitimate members of the media become suspect and could possibly be exposed to danger. In addition, such undercover activity does damage to the trust which should exist between members of a free society and the news media which serves them."

A similar policy also has been adopted by at least one other police department—in Toledo, Ohio.

Federal policy on impersonation of news media is just as sparse. The FBI, CIA and the Internal Revenue Service are the only agencies known to have written policies on news media impersonation, and none of them flatly ban it.

The situation with the FBI points out another problem of relying on policy for protection: Policy can easily change. A case in point: In 1968, after The Washington Post identified a "reporter" at a draft-card-burning ceremony as an FBI agent, Attorney General Ramsey Clark told FBI Director J. Edgar Hoover to inform his agents "that under no circumstances are they ever to pose as members of the news media," according to one published account. Today, under certain conditions, FBI agents may do exactly that.

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A marshal posed as a reporter to identify a rally organizer.

The bill pending in the Senate that would tighten the FBI's impersonation guidelines and put them into a law regulating Justice Department undercover operations has the news media troubled. ANPA, the American Society of Newspaper Editors and SPJ,SDX in their testimony before the Criminal Law Subcommittee of the Senate Judiciary Committee said they consider the standards in S 804 to be "an implied endorsement of government infiltration of news organizations and of agents masquerading as reporters." In an editorial on the bill, the Los Angeles Times noted: "A technique officially approved by Congress is a technique that would be used."

S 804 was drafted by a Senate committee that studied the FBI's Abscam congressional bribery investigation. In part, it would require that before an agent, informant or "cooperating individual" can pose as a member of the news media or as an attorney, physician or clergyman, the Undercover Operations Review Committee of the appropriate Justice Department agency must establish "probable cause to believe that the operation is necessary to detect or prevent specific acts of criminality." For other kinds of undercover operations, only a "reasonable suspicion" standard would have to be met.

> *"Once a police officer is discovered in such a role . . . members of the media become suspect and could possibly be exposed to danger."*

The FBI and the Justice Department oppose the "probable cause" standard, saying it is too stringent and amounts to a prohibition against those kinds of operations.

The FBI's existing guidelines governing undercover operations require only that operations involving news-media (or doctor, lawyer or clergyman) impersonation be approved by the director or his designee, whereas other undercover operations not involving such impersonation may be approved at the field office level.

On the other hand, media groups maintain that the press "protections" in the Senate bill are "not enough."

With the end of the 98th Congress only days away, it is obvious that S 804 will not be enacted this year. But the legislation is expected to be revived in the new Congress. The acquittal of automaker John Z. DeLorean on charges stemming from an FBI undercover operation is seen as giving impetus to legislation regulating FBI undercover activities.

In the House, members of the Judiciary Committee's Subcommittee on Civil and Constitutional Rights are preparing a companion bill for introduction that will "very probably" contain an outright prohibition of Justice Department impersonation of the news media, according to Rep. Don Edwards (D-Calif.), subcommittee chairman.

One question raised at the Senate hearing was whether impersonation of the press is so prevalent that protective legislation is needed.

*Impersonation "damages the ability of a free press to assure the maintenance of the American political system and an open society."*

The response was not entirely illuminating.

FBI Director William H. Webster said he was not aware of any instances in which FBI agents had posed as journalists in an undercover operation, although he could picture a number of situations, largely in counterespionage, when it might be necessary. (An FBI spokesman later said Webster's statement covered only the period since 1978, when he became FBI director.)

Associate Attorney General D. Lowell Jensen said Justice Department agents had posed in roles identified as being sensitive, but when asked specifically about whether the agents had posed as journalists, he declined to answer. He also would not comment on whether he was referring to the FBI or to other Justice Department agencies, such as the Drug Enforcement Administration, the U.S. Marshals Service or the Border Patrol.

Two other federal agencies also have policies on press impersonation although they did not testify on the Senate bill.

A spokesman for the Internal Revenue Service told presstime that IRS agents had never posed as journalists in undercover operations and never would pose in any of the four sensitive occupations in order to obtain confidential information—only to put themselves forth as certain kinds of investors or to "act as a taxpayer would." The IRS guidelines, adopted last May, are nearly identical to those of the FBI.

A CIA spokeswoman said she "obviously can't go into" whether exceptions have been made to the CIA's policy that it "will not use the name or facilities of any U.S. news media organization to provide cover for any agency employee or activities" except with the specific approval of the director of central intelligence.

**Relying on persuasion.** These somewhat open-ended policies constitute virtually the entire protection the media have from law enforcement impersonation in large part because the media themselves have not sought statutory or court-ordered prohibitions.

And they have not done so chiefly because in many cases where the media have protested the practice, officials have appeased them by promising a change in policy. In addition, in the cases where impersonation has been detected, it has been seen by the press as an isolated rather than common practice.

For instance, the news media in Utah took no legal or legislative action when confronted with two impersonation incidents several years ago. One case, in October 1978, involved an attempt by state officials to arrest a man for contempt of court because he would not send his children to public schools. According to published accounts, John Singer complained that a group of men tried to "kidnap" him after claiming to be reporters for the Los Angeles Times. The "reporters" were later identified as state law enforcement officers. That incident was followed several months later by one in which a Salt Lake City police officer posed as a representative of a non-existent TV station to attend a press conference called by Iranian students at the University of Utah.

"It did not rise to the level of enough concern that we contemplated some legal action," says Randy L. Dryer, attorney for the Utah chapter of the Society of Professional Journalists, Sigma Delta Chi. Dryer says he recalls that the situation was "resolved to the news media's satisfaction" by commitments from officials not to use the tactic again

More recently, in the Morristown, N.J., impersonation incident, the state SPJ, SDX and American Civil Liberties Union chapters welcomed Attorney General Kimmelman's statement that although he would not issue a blanket prohibition against reporter impersonation, he would "strongly discourage" its use. Neither group is now vigorously pushing for legislation.

SPJ,SDX is interested in seeing that the technique is not used again, says David Corcoran, editorial writer for the Hackensack daily and chapter president at the time of the incident. "I think these guidelines are pretty clear on that point."

If it had any evidence that the practice was continuing, the ACLU would push ahead with legislation, but at this point it does not have that evidence, says Jeffrey E. Fogel, executive director of the organization's New Jersey chapter. Another reason it is not pursuing legislation now, Fogel adds, is fear that the result might be a bill, such as the one being considered by the U.S. Senate, which "would presumably restrict press covers, but allow them nonetheless."

Persuasion also was the tactic of preference in another case of impersonation last year. The case involved a team of sheriff's deputies who posed as a news crew from KPTV in Portland to arrest a man for contempt of court.

The Oregon Joint Committee of Bar, Press and Broadcasters studied the incident and then recommended the following guideline, which was distributed to law enforcement personnel throughout the state: "Law enforcement personnel should not impersonate news media personnel. Such impersonation damages the ability of a free press to assure the maintenance of the American political system and an open society." The committee narrowly defeated, on a tie vote, a clause that would have created an exception allowing impersonation under extraordinary circumstances.

The split on the latter point illustrates one of the difficulties in getting concerted press action for a ban on impersonation—namely, some journalists say they can imagine situations in which news media impersonation might be justified. In fact, some news organizations have even helped police adopt a press cover.

According to an Associated Press dispatch in June 1980, for instance, a reporter from station KOAA-TV in Colorado Springs lent police officers a camera so that they could capture an armed man who had barricaded himself in his home. The man had threatened to kill himself and any police officer who approached, but he had said he would give himself up if he could talk to the media. Subsequently, according to AP, the city's two other TV stations condemned the tactic, while KOAA-TV supported its reporter's actions.

A newspaperman also caught flak some years ago from his colleagues for going along with police impersonation. Today, he says he would "do it again." (See story, p. 18.)

But there are also those journalists who oppose impersonation in all cases. "I find it awfully difficult to imagine the circumstance in which that is the only way police could get the information they needed," says Frank Caperton, managing editor of The Indianpolis News. "I think it undermines the credibility of the press and our ability to do our job, and they ought to respect that and stay out of it."

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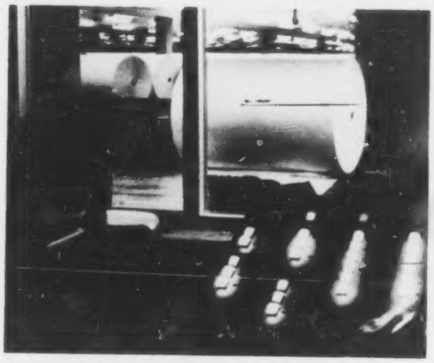

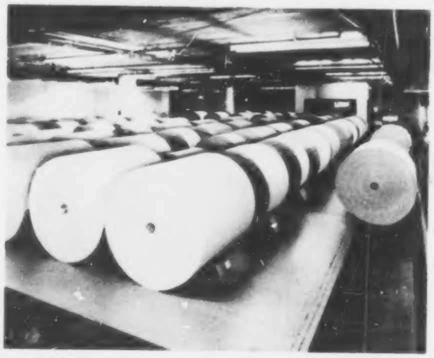

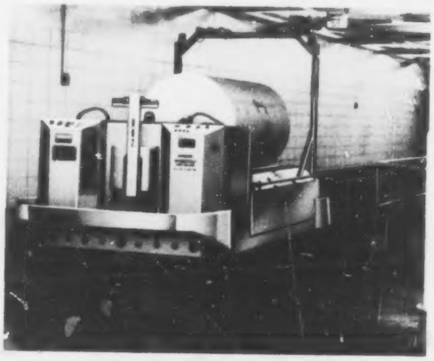

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NEW TECHNOLOGIES CONTINUE TO EMERGE

# Telecommunications history is short but stormy

BY KATHLEEN CRINER
and JANE WILSON

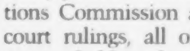
*(Editor's note: This article, the first of three, will examine how the telecommunications industry has changed in the last 50 years and review some of its current characteristics. The second article will look at how other segments of the communications business are evolving. The third will review how newspapers have responded to converging technologies.)*

Telecommunications is hot—already a $200-billion-a-year business—and the industry should double in size before the end of the decade.

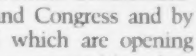
This fantastic growth can be attributed in part to the rapid development of a host of new technologies and their applications such as satellites, fiber optics, computers, communications networks, videotex and database-management systems.

Growth has been fueled, too, by deregulatory policies of the Federal Communications Commission and Congress and by court rulings, all of which are opening new and old markets to competition. As a result, everyone in the telecommunications business is struggling to cope with the continuously changing environment.

Newspapers have a stake in these events. Five years ago, few publishers anticipated locking horns with the telephone industry in a national policy debate over its future role in providing electronic information services. The AT&T "scare"—that it would become a major information provider in the pioneering days of various new telecommunications technologies—is not an isolated case, however. Also evolving are other technologies and services that could profoundly affect the way newspapers do business.



**Kathleen Criner**



**Jane Wilson**

*Criner is director/telecommunications affairs of ANPA, and Wilson is assistant director.*

For example, cable TV, video cassette recorders and many other new video distribution systems are beginning to compete for people's time and, to a lesser degree, advertisers' dollars. The breakup of AT&T, at a minimum, is causing newspapers to devote more time and resources to planning and acquiring telecommunications services. The development of personal computer networks already has spawned electronic bulletin board services that bear a strong resemblance to electronic classified ads.

In the meantime, the efforts of such retailers as Sears and Penney's to develop electronic home shopping services could have an effect on newspapers' retail ad sales.

Despite, or perhaps because of, all the turmoil, it has been difficult for newspapers to determine the overall impact of telecommunications on their business. More to the point, the fact that electronic publishing has not been an immediate success—after being perceived as a competitive threat—has had a chilling effect on new ventures and lulled some publishers into what we believe is a false sense of complacency. However, now that the immediate AT&T threat has passed, and newspapers have had some experience with various telecommunications technologies, it seems appropriate to consider what has transpired and what has been learned.

The roots of the current telecommunications industry structure are found in the Communications Act of 1934. That law survives more or less intact, as it continues to codify industry structure and dictate policy.

The 50-year-old law, which created the FCC, divided the telecommunications industry neatly in half. The common carrier side was to offer telephone and telegraph service, while broadcasters were to beam everything from opera to distress signals over the airwaves.

In 1934, the common carrier business was dominated by two firms, AT&T and Western Union. In fact, the seemingly unstoppable growth of AT&T and its monopoly characteristics were two reasons why Congress passed the act in the first place. The *quid pro quo* was simple: In exchange for regulation, particularly tariff regulation, AT&T was granted a *de facto* monopoly.

For years this scheme worked well. Ma Bell concentrated on providing first-rate, voice-grade service and used an elaborate system of cross-subsidies to keep local telephone rates artificially low. Today, nearly 98 percent of U.S. households have telephones, and the quality of service is virtually unequalled. Prior to divestiture, AT&T controlled 96.2 percent of the long-distance market, served 82 percent of all local subscribers, employed one out of every 100 U.S. workers and accounted for 80 percent of all common carrier revenues.

Broadcasting developed differently. By 1934 almost 500 radio stations were flourishing, and some type of regulation was needed to prevent their signals from interfering with one another. Over the years, however, the economics of broadcast programming and the particular regulatory policies of station allocation gave rise to an industry dominated by a few radio and television networks.

In general, then, the history of telecommunications produced an industry that had three major characteristics:

- All portions were subject to some degree of regulation.
- There was relative stability with few new entrants and with only gradual technological innovation.
- A few large firms dominated each industry segment.

**The picture has changed.** Today, we have a new and far different business. The engineers have stolen all the boundaries, one by one.

The current commotion can be traced to the 1950s and '60s, when a series of technological advances and regulatory decisions changed the marketplace. For example, the introduction of low-cost microwave technology made it possible for companies like MCI and Southern Pacific to build inexpensive long distance networks which by-passed and competed with AT&T's.

During the same period, the FCC and the courts also allowed non-Bell companies to manufacture and sell telephone equipment. And for the first time since 1934, AT&T began to lose market share. Meanwhile, in 1956, AT&T signed a consent decree that prevented it from entering growing new markets for data transmission and data processing. For years, this decision appeared to be a wise one from a public-policy standpoint. But by the mid '70s, it was clear that the voice and data markets were converging. AT&T faced a dual challenge: to protect its existing markets and to enter new ones.

The giant company's first response to growing competition was an attempt to extend its monopoly to the new markets for data services. But time worked against it. By the late '70s, Congress and the FCC had rejected the monopoly concept and were committed to a national policy of competition and deregulation.

Faced with potential technological obsolesence and continued loss of market share, AT&T realized it had to change: It agreed to divestiture. And since Jan. 1, 1984, we have a very different industry structure.

Similar events took place on the broadcast side of the telecommunications business. Cable TV was introduced in the late 1940s, but largely because of restrictive FCC rules, it remained mostly in rural areas for many years, merely retransmitting broadcast signals. Again, a combination of technological breakthroughs and legal decisions changed matters.

By 1975, the cost of satellite transmission had dropped to the point where a small group of executives at Time Inc. launched a pay TV service that would use satellites to beam movies—for a monthly fee—to the country's 11 million cable subscribers.

Just four years later, cable subscriptions had shot up 40 percent, Time's Home Box Office had competitors, and Comsat, a pioneer in satellite technology, announced that it would take the HBO concept one step farther and transmit up to six channels of programming directly to small satellite receivers at customers' homes. The direct-broadcast-satellite system was born.

*Instead of a stable, almost placid, business divided neatly in half and dominated by a few blue-chip corporations, the telecommunications industry today is vastly different.*

Meanwhile, as engineers at RCA, Sony and other labs were racing to perfect two more new video distribution systems, the video disc and the video cassette recorder, the FCC embarked on a deregulatory adventure to unleash new uses for two older technologies—over-the-air broadcasting and microwave.

In 1980, the commission opened the door to low-power television, creating the potential for thousands of mini-TV stations.

The FCC still was struggling with its deluge of 35,000 LPTV license applications three years later when it touched off a second wave of 16,000 license applications for multi-channel MDS, a microwave service that can deliver between five to 10 channels of pay programming to a local market.

By 1984, then, advances in broadband, satellite and video recording technologies had combined with deregulatory actions at the FCC to create a multitude of new video distribution systems.

**A capsule view.** In short, the telecommunications industry today looks very different than it did 50 years ago. Instead of a stable, almost placid, business divided neatly in half and dominated by a few blue-chip corporations, telecommunications today is characterized by five features that have emerged only within the last few years.

1. The industry is extremely volatile. As each new technology is rolled-out, a pattern of territorial grabs and market shakeouts begins. One company will discover a new business opportunity, and dozens of others rush in to compete.

The rush to be first can have its re-

**Experimental work by Dr. Frank Conrad led to the establishment of the nation's first radio station. KDKA went on the air in Pittsburgh in 1920, and the Communications Act was enacted 14 years later.**

wards, as HBO, MCI and Cable News Network can attest. However, inflated expectations, poor planning, failure to anticipate market trends and immature technology have all contributed to a vicious cycle of shakeouts that have in turn spurred price wars, reduced profit margins and triggered advertising blitzes that can exhaust the resources of all but the wealthiest competitors. Inevitably, some ventures bite the dust.

2. Almost all facets of the industry are now searching for applications or "software." In fact, there may be an actual glut of distribution outlets. Cable operators, videotex providers and telephone companies are learning the hard way that a technology doesn't equal a market.

3. The high costs of high tech, the perceived value of early entry, and the sheer complexity of developing and marketing some new products have touched off a wave of mergers, acquisitions and joint ventures. Moreover, joint ventures and new entries are altering longstanding relationships both within industries and across them. Videotex affiliations, for example, could severely strain the largely collegial relationships within the newspaper business.

The high cost of entry also has intimidated some of the smaller players. However, we're convinced that the combination of niche marketing and pre-emptive local services can help smaller companies to forestall market entry by outside players, gain valuable experience and prevent "surprises." This helps to ensure diversity and competition.

4. Despite deregulation fever, telecommunications continues to be a regulated industry. For newspapers, this has special importance: Electronic information services could raise the specter of government intrusion on press freedom. For other companies, it means that the ground rules for conducting business are made and unmade by Congress, the FCC and the courts. Thus, outside forces dictate how markets will develop, often resulting in confusion as policies shift and as competition is introduced or limited in various market segments.

5. The pace of development in the telecommunications industry is quickening. Seven years—the moratorium set under the AT&T divestiture plan for telephone company involvement in electronic publishing—may seem ample for a newspaper to contemplate a strategic move into the field. Realistically, it may not be, because the diffusion rate of telecommunications technologies is accelerating. It took 50 years for the telephone to reach 96 percent penetration—but only 10 for television to reach the same plateau.

Products are different, with various penetration rates and life cycles. Calculators and video games flooded the market when they were introduced. But now one is a staple of modern life, and the other seems to be in an eternal slump.

Predicting now whether sales of personal computers or VCRs will continue to grow can be risky indeed. But the upshot is that investment in new telecommunications technologies requires an exquisite sense of timing and a willingness to persevere. Get in there too late, and you'll miss the boat; arrive too early, and you won't survive.

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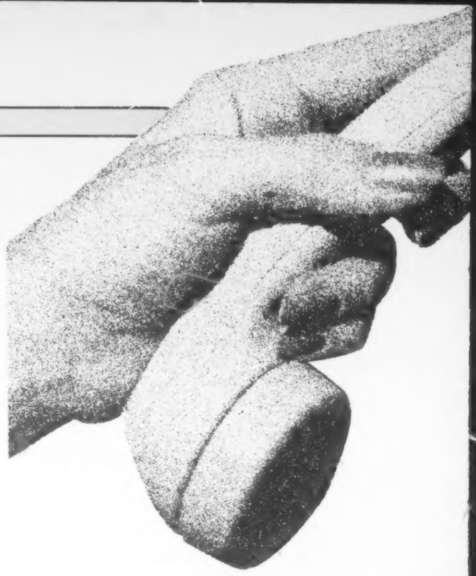

# Audiotex

## *Dial-up services now provide weather, sports scores; could bridge the gap to more complex systems*

BY C. DAVID RAMBO
presstime staff writer

Videotex and teletext are being watched closely for their role in future media markets. But sounds are being heard increasingly from another corner of the new-technology landscape, one known generally as "audiotex," in which people use their telephone to dial up prerecorded information.

Some experts believe audiotex could grease the path to more elaborate and expensive information services in the high-tech age. Audiotex holds promise of "a neat transitional service that could ultimately lead to videotex," says Thomas Pace, communications counsel for Dow Jones & Co.

Pace, chairman of the Telephone Task Force of the ANPA Telecommunications Committee, which is examining audiotex services, also notes that people are "not as afraid of it as videotex."

Kathleen Criner, ANPA director/telecommunications affairs, says the costs to start up an audiotex service can be relatively low, compared with other forms of interactive media.

She also says that "experience thus far seems to indicate that consumer reactions to audiotex are much the same as reactions to videotex." For example, "there is some limited evidence that business information and entertainment are most popular" with audiotex. Those categories also have ranked high with videotex users.

"The experience gained with audiotex, with less investment, can help you plan interactive services," Criner adds.

There are literally thousands of different kinds of information available via audiotex by just picking up the telephone and dialing. Callers don't need a computer, software or modem.

Most of the services have emerged in the last couple of years, and their variety is staggering.

There are sports scores and news updates. There are health and nutrition tips. There are prayers, as well as messages from atheists. You can hear a joke. You can hear the crew aboard the space shuttle. You can listen to Santa Claus. You can even hear sexually explicit messages tailored to your sexual preferences.

Observers say the possibilities are endless. "I honestly believe we see the tip of the iceberg," says A. Robert Thieringer, district manager for information delivery services of Bell Communications Research.

With the exception of Dow Jones' Dowphone, a sophisticated service in which subscribers can get detailed information on a variety of business and news topics, newspapers have assumed a relatively low profile in audiotex development.

A test service in Los Angeles conducted by the Los Angeles Times and Lee Enterprises ended in early July after seven months of operation. Sponsors found weak demand for audio information—at least the kind they provided.

The Times test offered local and national sports, a business news update, weather, "Bible Call" and a message on local events called "L.A. Live."

"I wouldn't want to conclude that audiotex is not a good idea," says Donald F. Wright, president and chief operating officer of the Times. "The broad appeal of this just isn't there yet. . . . There are just a few select kinds of services that are going to succeed at this stage of the development of this kind of general market."

**Free v. paid.** Audiotex is being set up in many forms. However, two general classes of service have evolved: those that the public call at no charge and those for which callers pay.

*The LaCrosse Tribune's audio service gets 50,000 calls monthly.*

Most audiotex services sponsored by newspapers so far have fallen into the free-to-callers category.

"We use it as a promotion vehicle," says Greg R. Veon, general manager of the La Crosse (Wis.) Tribune. The Tribune's service, which Veon says costs $600-$700 monthly, consists of a weather report featuring a short message about the Tribune.

Veon says his weather-information number gets about 50,000 calls per month. He speculates there are a lot of repeat calls. The messages are recorded by disc jockeys of a local radio station, which also gets a promotional plug.

The Tribune buys its audiotex capability from a St. Louis-based company called Weatherline Inc., which manufactures the necessary equipment and provides training on its use. Weatherline sets up local audiotex services for business and sports information as well as weather.

The Houston Chronicle offers all three of Weatherline's services. "It's not designed to make money," says Business Editor Tommy Thompson. "It's just a service to the readers."

Weatherline President Richard H. Friedman says 16 newspapers currently purchase his firm's services. His largest segment of clientele consists of banks seeking to bolster their community profile.

The smallest Weatherline audio system can accommodate up to five incoming calls at once; the largest, 15 or more.

Besides the promotional aspect, a reason some newspapers install such a system is to take a load off the staff, particularly the sports desk, which often is besieged with calls for information like game scores. With an audiotex service, "You sort of take a lemon"—a burden—"and make lemonade out of it," Friedman says.

Weatherline's service and others like it

also afford the prospect of generating revenue by inserting a paid advertisement either instead of or in addition to in-house promotion. Or other businesses can share in the cost of the service and share in the promotional spots. The Times of Hammond, Ind., for instance, has used such a sharing arrangement with its Weatherline service.

**Dialing for dollars.** Perhaps a better opportunity for revenue is through a pay-per-call service. There are three varieties taking shape.

One is the subscription-type service such as Dowphone—which is much more technologically advanced than anything any other newspaper company has attempted to date. Users call Dow Jones directly via conventional phone lines and, using their telephone's touch-tone "keypad" as an interactive device, direct the Dow Jones computerized database to provide certain information.

As is the case with the videotex Dow Jones News/Retrieval Service, Dowphone users can preprogram their information selections for most efficient use of connection time. For instance, users can set up their accounts so that they hear only news updates, five stock quotes and one commodities quote.

Also like the videotex service, users are assigned a special code to use in gaining access to the information system. Callers are then charged for connection time for each call.

Another type of pay system involves so-called "dial-it" services, technically quite distinct from those of the subscription genre. These consist of special numbers with 976 prefixes set up by local telephone companies for information providers. Phone companies set up the transmission network and handle billing to customers via the existing phone-bill system.

Thieringer of Bell Communications Research explains that dial-it was started in the early 1970s by New York Telephone at the request of the New York Chamber of Commerce. The chamber wanted to establish phone recordings for travelers called "New York City Report."

The program was a success, and AT&T developed a market plan for wider use of this "976" service, one in which the phone companies themselves would provide information. Dial-it spread to 10 other markets—in parts of New Jersey and in Chicago, Detroit, Philadelphia, Connecticut, Omaha, Minneapolis-St. Paul, Denver, Cleveland and Buffalo.

However, the divestiture of AT&T that was completed in January of this year precluded local phone companies from offering dial-it services. As a result, phone companies in the latter five markets "just folded their tent" and got out of dial-it altogether, Thieringer says.

Various entrepreneurs bought dial-it "channels." One in New York was Dow Jones for a business report (distinct from Dowphone). Other entrepreneurs liked the idea and started new dial-it messages. The recently terminated test of the Los Angeles Times and Lee Enterprises was another example.

The phone company that services Connecticut, Southern New England Telephone Co., continues to operate dial-it services because its ownership structure does not subject it to all divestiture-related prohibitions applied to local operating companies.

In August, dial-it was operating in 16 markets, according to Thieringer, and local regulatory approval was pending in eight others. In many jurisdictions, competition among would-be providers of dial-it services is quite intense, and several more phone companies plan to file for tariffs before the end of the year, he says.

Some executives say they expected tariffs to be in place in many other places by now. Progress has been hampered partly by image problems associated with services dubbed "dial-a-porn" available in New York, Philadelphia and Los Angeles. Thieringer says local phone companies have been reluctant to file for the tariffs, and regulatory bodies have been balking at approvals, because of this "black cloud hanging over the market."

The public-relations problems have turned into major legal questions regarding how far local phone companies can go in determining what kinds of information they will accept on their dial-it transmission facilities. A lawsuit is pending over Bell South's refusal to give an audio channel to a "dial-a-porn" service. And the Federal Communications Commission this year placed restrictions on "dial-a-porn" during certain hours.

An example is the dial-it number in New York City from which callers can hear, during the day, "Candy from High Society" magazine engage in prerecorded, sexually suggestive narrative. The message gets very explicit after 9:15 p.m. For daytime callers, Candy mentions that if you "can't wait" for the nighttime message, you can call another number and—"if you're an adult with a credit card"—you can talk immediately with "a live girl."

**Newspaper staff involvement.** There currently is scant newspaper-business presence in dial-it services. Other than Dow Jones, one of the few other newspaper-related firms involved in the field is Lee Enterprises. It is in a joint venture with Audichron Co. of Atlanta, a long-time manufacturer of mass-audience phone devices.

They operate a company called Call-It Co. that is conducting a dial-it market test

*There are questions of how far a newspaper staff—in many cases already straining to get out the daily edition—can stretch to produce programming for an audiotex service.*

in Atlanta. The test is part of Call-It's plan to start a network of dial-it services in "a number of markets" within a year.

The service has not progressed as rapidly as earlier anticipated because of the slow pace at which dial-it tariffs have been introduced before local regulatory bodies, says Steven B. Sturm, vice president of Call-It.

The company's plan originally included local newspapers' serving as information providers [presstime, Jan. 1984, p. 37]. But, Sturm says, "as a result of a lot of market research across the country, we are concentrating on some new programs that are not synergistic" with newspaper-provided information. "We just don't think it's as necessary as we originally thought" to have the participation of local newspapers.

Sturm says the company has developed some new dial-it programming, but he would not divulge the nature of the services.

Synergy may be a major consideration in newspapers' audiotex participation. It involves questions of just how far a newspaper staff—in many cases already straining just to get out the daily edition—can stretch to produce audio programming generally.

Some newspapers are, in fact, doing their own recordings. Callers to the Houston Chronicle's Business Line, for example, hear a member of the business-desk staff do tongue-twisting financial reports. An advantage to that is that "it gives another whole dimension to the byline" when you can hear the person talk, Friedman of Weatherline says.

But there can be disadvantages. The Los Angeles Times found in its dial-it test with Lee Enterprises that while its business staff was very "cooperative," it lacked the expertise to produce quality sound, says Paula M. Poindexter, special projects manager at the Times. There was "no trained voice sound."

Overall, she says, "You don't have as many resources as you think you do" to dash out information for a dial-it service that needs to be updated. "We automatically assumed that if you needed something like wire services, no problem, we'll just go over and get it. But you can't just do that."

Wright of the Times says audiotex services need "to be packaged a certain way. It can't just be lifted" from the daily product.

The Times also found that use of an audiotex system may not be spurred greatly by in-paper promotion of the special phone number. Wright pointed out that readers may not necessarily be users of the phone service and in that case, promotion in the newspaper "may not do you much good, really."

On that point, ANPA's Criner says newspapers may find it necessary to promote their audio information services heavily in other media such as television and radio.

Another detriment to the Times test was the relatively high charge that Pacific Telephone is allowed to charge for providing dial-it transmission and billing service. The phone company kept 19 cents for every call made on the Times' dial-it line. Considering that callers were charged 25 cents per call, the profit margin was slim.

Thieringer says Pacific Telephone's tariff is the highest of all dial-it services; the lowest is 5.5 cents.

He notes that some dial-it sponsors price their calls below what their phone company charges them to provide the communications link "as a loss leader." Some sponsors sell brief message time during their program and make up all or part of their operating loss with resulting ad revenues.

Sources caution that while tariff considerations are critical in dial-it programs, they are not the only variable in the profit picture. "I'm not convinced [a lower tariff] would have made a critical difference in the outcome," Wright says.

A related dial-it tariff issue revolves around Chesapeake and Potomac Telephone Co.'s plan to charge for the service on a sliding scale that increases the tariff as the price of the information increases. ANPA objected to the plan that would be effective in Virginia, Maryland and the District of Columbia, arguing that such an arrangement would cause the phone companies' revenue to be dependent on the content of messages—which would be inconsistent with provisions of the AT&T antitrust consent decree. Regulatory commissions in those jurisdictions declined to consider ANPA's arguments.

The third type of paid audiotex system is the "900 Dial-It Service" operated by AT&T Communications. It involves a network of area-code 900 numbers for people to engage in "mass listening" services. The 900 numbers also can be used for informal "voting" projects, used by the television networks and others for special informal audience surveys. Callers pay 50 cents for each one-minute call.

On a typical day in August there were nine messages that could be retrieved on 900 numbers. They ranged from national sports scores to Michael Jackson concert information. None of the nine sponsors was related to newspapers.

Ruth S. McCurdy, staff manager of AT&T Communications Dial-It 900 Service, explains that all caller revenue goes to the phone company. To set up a national channel, sponsors pay AT&T an initial $250 set-up fee and 25 cents per call for each call short of a minimum 2,000 per day.

"Any revenue [to the sponsor] would come from advertising" sold for insertion in the program, she says.

**Getting user friendly.** As if the audiotex tale wasn't complicated enough, newspapers have yet another consideration in their dealings with phone companies to discuss setting up a service. According to Pace, this extra hurdle is hard feelings that arose in the years preceding AT&T divestiture in January 1984.

ANPA locked horns with Ma Bell in Congress as well as before the FCC on the issue of whether AT&T should be allowed to provide local information services.

One job of the Association's Telephone Task Force is to "start to knock down the walls that were built up during the divestiture years," Pace says.

The healing process is progressing well, he says. It is being aided by the fact that local operating companies are looking for ways to increase revenue. Providing an audiotex transmission medium could be one of them.

The Task Force will issue a report this fall on its examination of the potential for audiotex and other projects in which newspapers and telephone companies might work together. ☐

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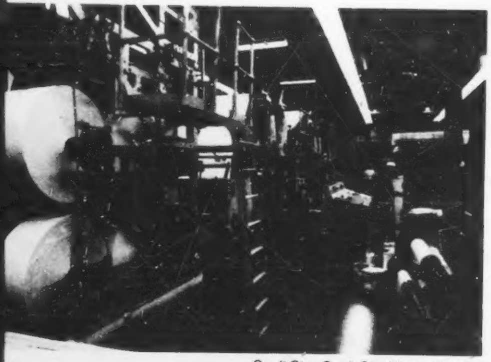

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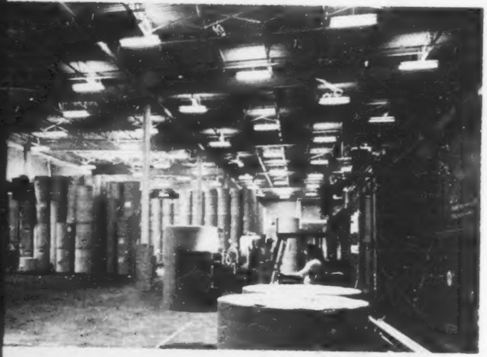

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# HOLISTIC

## The 'whole person' approach to personnel management offers alternatives for growth

BY PATRICIA P. RENFROE

If a newspaper's employees have problems or concerns not specifically related to salary, should management seek solutions? Will such efforts be viewed as paternalism?

The proliferation of personnel programs in the newspaper business indicates that some executives recognize a need to help solve a wide variety of employee problems under new guidelines.

Kenneth E. Supko, director of administration at The Hartford Courant, describes this as a "trend to develop the whole person in order to maximize return on an extremely valuable asset—human resources." He believes this is a trend that is on the rise in the newspaper business as it has been in other industries, because it works.

The "whole person" approach follows the concept that brought about the holistic health movement. Alvin Toffler in his book *The Third Wave* describes the movement as having "sprung up based on the notion that the well-being of the individual depends on an integration of the physical, the spiritual and the mental."

But, in personnel matters, is "holistic" a code word for paternalism? Proponents of the holistic approach say it is not. More on this after a discussion of the four main components of a holistic human-resource-management program: compensation, employee services, personal development and job satisfaction.

In terms of **compensation,** the holistic approach is reflected in the "cafeteria benefit" concept [presstime, June 1983, p. 28] in which there is "movement from wages and simple benefits . . . to a wide range of benefit selections," says Alvin Miller, vice president of The Record in Hackensack, N.J. Miller points to various types of financial retirement programs being developed for employees' consideration, such as salary reduction or 401(k) plans, investment savings, employee stock option plans and other forms of profit sharing. Each, says Miller, is designed to meet specific future needs of individual employees.

Equally evident of this holistic trend is the changing pattern of health-care programs, evolving in response to a multiplicity of employees' health-care requirements. Among them are coverage of dental, ophthalmic and drug/prescription bills, as well as increased coverage for family members including continued coverage for college-age children.

As health care has mushroomed in expense, newspaper managers have sought ways of controlling and decreasing costs [presstime, Dec. 1983, p. 40]. In general, coverage is not being reduced to any great extent, however.

Paid time away from the job is a benefit taking new forms, such as maternity and paternity leave, as a result of employees' changing attitudes about family roles and responsibilities. In a 1981 survey by ANPA, nearly half of the responding newspapers said they offered maternity leave, but paternity leave and sabbatical leave were almost unheard of. Today, executives say these areas are growing in importance as employers are being asked to respond to the dual-career families and intense concern about stress and burnout.

A highly visible and growing part of the holistic system is **employee services.** Included here are numerous programs described in previous presstime articles: pre-retirement planning, income tax preparation assistance, employee assistance programs for alcohol and drug problems, financial planning, individual and family counseling, stress management, weight reduction, smoking cessation, child care, "wellness" programs covering identification of special health problems such as high blood pressure, and planned exercise and sports activities.

Newspapers have sponsored bowling or softball teams for a long time. Now, many are going further in providing sports and fitness opportunities to employees. John T. Harrington, personnel director of the Oklahoma Publishing Co. in Oklahoma City, describes the company's sports program as "growing like Topsy to meet the demand." According to Harrington, employees asked for equal resource contributions to be devoted to tennis, golf and such activities as a recent company-sponsored Olympics-style track-and-field competition involving eight individual and team events.

The third element in a holistic human-resources program is **career and personal development**. This entails retraining personnel to meet operational demands, addressing the individual's expectations for career planning, and training to reinforce that planning.

In addition to targeted career training, some newspapers are providing personal-growth programs from photography to inter-personal relations.

An example of such programming is the Managing Personal Growth Seminar offered at the Daily News of Los Angeles, which is designed to "assist employees in everyday situations which call for thought, decision-making and action," as an article in the paper's house organ put it. The seminar is led by Jeanne Hartley,

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*Renfroe is manager/personnel relations in the ANPA Human Resources Department.*

## 1984-86

# committee rosters

This publication contains ANPA and ANPA Foundation committee rosters listing members who have been appointed to two-year terms by ANPA Chairman and President Richard J.V. Johnson and ANPA Foundation Chairman and President Helen K. Copley, respectively.

Compiled by Barbara Anderson, ANPA Executive Staff

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TO ADVANCE THE CAUSE OF A FREE PRESS

employee relations training and development specialist, who also is responsible for specific skills development of employees.

The fourth category, **job satisfaction,** requires management to connect several aspects of work in order to structure an environment where employees not only will perform their jobs well but enjoy doing it.

Employees demand a safe environment and one that makes it easier to perform their work. Providing a safe place to work has always been a concern of newspapers [presstime, March 1984, p. 14]. Today's managers must ensure that attractive and physically comfortable offices and work stations are available and that any employee fears about the health aspects of their workplace are addressed.

Besides environmental concerns, newspapers with a holistic human-resources program will want to focus on other aspects of job satisfaction—seeing to it that jobs are interesting, that an individual's talent is fully utilized, and that employees are allowed to participate in decisions affecting the work environment.

The emergence of various personnel programs to structure cohesive teamwork, such as the quality circles at the Detroit Free Press and editorial team building at the Charlotte [N.C.] News and Observer, is indicative of management's willingness to address these issues.

Then there are the activities that help build company spirit and contribute to making the employee want to work at a particular newspaper. These include service awards, company picnics, sponsored athletic teams, company T-shirts and such special events as the annual reception for retirees held by the Los Angeles Times.

None of the newspapers contacted for this article have consciously set out to develop a model holistic program from which to work, even though they indicate such an approach perhaps would have been helpful.

More often than not, the activities related to the four components have evolved from what Sara Brown of the Los Angeles Times calls a "bottom up movement."

Brown, training and development manager, says her goal is to have a holistic program that integrates the newspaper's skills-development needs with the employees development needs and interests.

Others point out that the lack of a model plan necessitates frequent and careful auditing of the assorted programs. The consensus is that the primary result should always be to contribute to the profitable operation of the newspaper. The challenge, they say, is to match employee and organization needs to produce that contribution.

**Effectiveness assessed.** Does all of this holistic effort work? Some programs are so new, say many executives, there is not yet enough data to judge their effectiveness, although the executives say the programs may have contributed to reduced turnover and absenteeism, increased productivity, and fewer successful union-organizing attempts. On the latter point, Hartford's Supko says he believes most unions are not in concert with the holistic desires of employees. "Many [union] leaders do not understand that today's employees are looking for very special things, but they want them to be tailored on an individualistic basis, not on a collective approach."

John T. Spran, vice president and employee relations director of the Fort Lauderdale News and Sun-Sentinel Co., agrees that it is too early to say that all the aspects of holistic personnel programming are successful, but he points to his newspaper's alcohol-abuse program as one that is working.

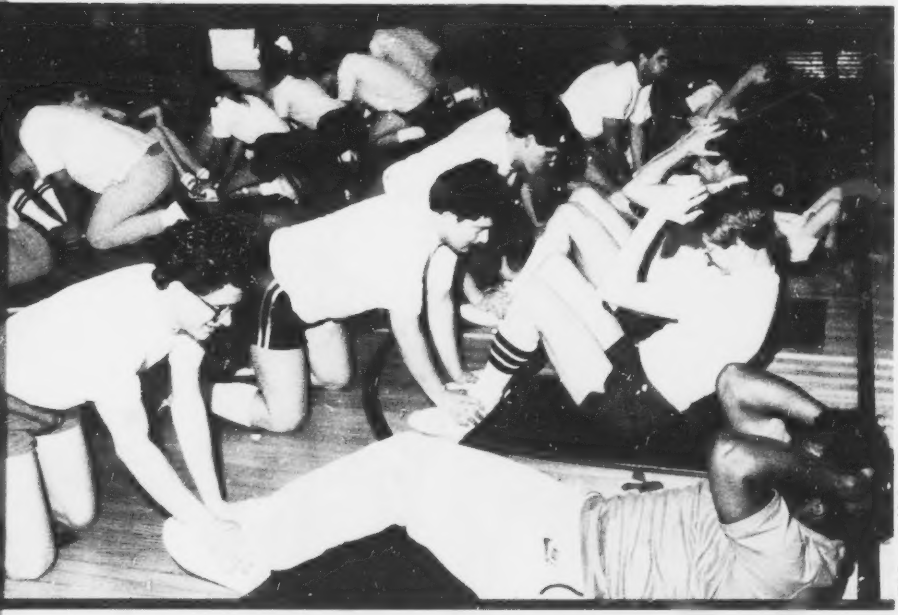
He also views that program as an example of the differences between a paternalistic approach and the holistic method. "In the paternalistic era, we would have in most instances accommodated an employee with this problem for an unlimited period of time, firing only when absolutely necessary. Today we are interested in providing the tools for assistance and personal growth, but if the employee doesn't make the decision to use the service, we no longer feel responsible. We believe our employees are competent to make such a decision and should not be treated otherwise. Personnel can not be a social welfare agency."

Nor can all newspapers offer all of these programs, others note. However, there must be a universal awareness that employees want much more out of their jobs than just a good salary, human resources executives emphasize.

There is much agreement about the usefulness of the holistic philosophy among those charged with structuring personnel programs. They insist that the holistic approach is more positive, both for management and the employee, than paternalism.

"We might have said under a paternalistic system, 'We are going to take care of you, we know what is best,' " says Miller of Hackensack. "Today, management says, 'We believe as an employer we have responsibilities to provide certain programs and improve the quality of the work life, but you, the employee, have to make choices regarding which of the benefits and programs available to use in order to become a productive employee.'

"It is a *quid pro quo,*" Miller adds. "When we do these things, we expect the employee to do the job well, believe in us—and stay with us." ☐



Oklahoma Publishing Co.

**Oklahoma Publishing Co.-sponsored "Olympics" includes sit-ups competition for its employees.**

**PROFILE**

# Virginia Fielder

## Performing a balancing act in newspaper research

BY MARCIA RUTH
presstime staff writer

"If you're useful to people, they'll invite you to help them again; if you're not, the phone doesn't ring," says Virginia Dodge Fielder, director of news and circulation research for Knight-Ridder Newspapers since 1981.

Judging from Fielder's schedule, which has her away from Knight-Ridder's Miami headquarters nearly half the year, she is considered more than just useful by editors and research directors at the group's 30 dailies. "She's a terrific resource," says Merry Tipton, promotion and research director of the Columbus (Ga.) Ledger and Enquirer. "Immensely helpful," says David Lawrence Jr., executive editor of the Detroit Free Press.

At the corporate level, Fielder's contribution is equally well-received. "Basically, you sit down and tell her what you need to know, and she knows how to get it done," says Larry Jinks, senior vice president/news.

At 36, Fielder is one of the new generation of researchers bringing the disciplines of academic research to bear on the practical problems faced by newspapers, both in day-by-day operations and as the baseline for long-range planning.

Her "vision," she says, "is having research play such a vital role in decision-making that major strategic moves wouldn't even be contemplated without it."

At the same time Fielder cautions newspapers "not (to) become so dependent on research that they move too slowly."

"It's a balancing act," she says.

"Balance" is a key term not only for newspaper research in general but also for Jenny Fielder's particular role at Knight-Ridder, where research efforts are divided between editorial and circulation, which Fielder oversees, and advertising, which is supervised by Frederick C. Weiss, senior vice-president/marketing director of Knight-Ridder Newspaper Sales.

Fielder also is director of marketing research for Viewdata Corp. of America, operator of Knight-Ridder's Viewtron videotex service.

Newspapers in the group work out their research needs autonomously, calling on Fielder and Weiss for support at whatever stage is appropriate—from research design through data analysis.

In the news and circulation area, Fielder is considered unusually adept at ascertaining the needs and developing the capabilities of individual papers. "She is never a voice saying 'You need to do it this way' or 'Here's how we do it in Miami,'" says Detroit's Lawrence. "She is willing to be part of a team" in a local setting.

She compares research results from several newspapers, looking for common threads useful to others in the group; keeps Knight-Ridder papers up to date on research being done elsewhere; and presents research findings that feed decisions at the corporate level.

Described as "enthusiastic" and "a dynamo" who moves adroitly from one project to another, Fielder is both a popular speaker to newspaper audiences and a frequent contributor to academic journals, as she combines a love of academic research with the requirements of daily newspapers.

"One of the things that impresses me is she has stayed active in AEJMC (Association for Education in Journalism and Mass Communication)," says Philip Meyer, a journalism professor at the University of North Carolina at Chapel Hill, who was Fielder's predecessor at Knight-Ridder. "I think there is a real need for contact between research people in the newspaper business and academic researchers. It's good for the editorial side as well as for the business."

Like an increasing number of newspaper research directors, Fielder has a doctorate and also has worked in the newsroom.

The daughter of two schoolteachers in Waynesboro, Tenn., Fielder graduated from Transylvania University in 1970 with a degree in psychology. There she fell in love with the "focus on attitudes and motivation, on learning and perception, on characteristics of society that help shape the uniqueness of individuals." She also got "ink in her veins" as a student journalist. At Indiana University's School of Journalism, where she earned an M.A. in 1974 and a Ph.D. in 1976, she combined her two interests by concentrating on research while working her way through journalism graduate school by teaching.

Virginia Dodge Fielder

After graduation, she worked as a reporter at the Lexington (Ky.) Herald-Leader, where her intention to return to teaching was sidetracked by her appointment as marketing and research manager in 1978. Moving rapidly to wider responsibilities, she became editorial research manager at the Chicago Sun-Times in 1979 and took her current job with Knight-Ridder two years later.

Living her life with the same exuberance with which she pursues her career, Jenny Fielder is known to jog several times a week, read four books at a time and wear elegant hats when nobody else wears any. Her 1977 black Pontiac Catalina (dubbed "The Tank") is a legend in Knight-Ridder's corporate parking lot, and her commuting marriage with Sandy Crye, assistant industrial relations manager for CBS in Chicago, is in keeping with her peripatetic lifestyle.

"I love my job," says Fielder. "It's the kind of job I knew I wanted ever since I knew it existed." ☐

# Newspaper publishers should get personally involved in Audit Bureau of Circulations

BY EDWARD W. ESTLOW

The newspaper industry this year took a giant step forward when the Standard Advertising Unit system was adopted to make it easier for space buyers to plan their advertisements and to be assured that the space they pay for is exactly what they get.

This achievement was possible because the newspaper business, operating in highly competitive markets, worked with advertisers to produce an SAU™ system that aids both the buyer and the seller of advertising.

The link between the buyer and seller of advertising is crucial to the success of a newspaper, and every publisher is vitally interested in it.

But there is one opportunity many of us have been missing to strengthen the newspaper-advertiser relationship, and that is the Audit Bureau of Circulations annual conference. Most of the publishers who attended the 1983 meeting in Los Angeles—and there were all too few there—came away with a greater realization of the extent to which advertisers participate in ABC and of the immediate influence ABC has on newspaper ad revenues.

As a tripartite organization of publishers, advertisers and ad agencies, ABC has to find ways to satisfy the needs of all three groups. The policies it develops will either help us carry out innovative marketing plans, or they will unnecessarily restrict us and give competitors of newspapers an edge.

In 1983, ANPA and the Newspaper Advertising Bureau—convinced that stronger publisher interest was vital in removing obstacles to newspaper marketing that many felt resulted from ABC rules—created a joint ANPA/NAB Liaison Committee to work with the audit bureau. The most important lessons we have learned during the last two years of meetings with ABC officers and directors are that the advertisers *want* to cooperate with newspapers, that we *can* negotiate reasonable solutions to complex problems, and that both the buyers and sellers of advertising *need* an audit bureau. For example:

**Edward W. Estlow**

- We have seen ABC rules on the definition of a newspaper's market changed so that a newspaper has the option of defining its own "designated market" by any combination of contiguous, defined census units.
- We have seen evidence of ABC's willingness to proceed with care and to negotiate with regard to mandating ZIP code audits, despite the strong desire of some major advertisers for ZIP code circulation figures.
- We have seen ABC agree to provide optional supplementary information on seasonally occupied dwellings based on U.S. census information.
- We have seen ABC plan with us for a field test of the effects of same-day coupon promotion on misredemption and on coupon redemption rates.

These actions are the result of a recognition on the part of advertisers and newspapers that vigorous newspaper marketing, effective advertising, and reliable circulation audits and reports are all part of the same piece of cloth. Each one contributes to the success of the buyer and the seller of advertising, in much the same way the new SAU system does.

The coupon promotion issue illustrates the importance of personal action by the publisher, many of whom believe that promoting the value of coupons on the day of publication would be a service to the reader, the advertiser and the newspaper. We hope that selected field tests in the near future will give some clues about the effects of same-day promotion. But there is a step that newspapers can take right now to deal with the major advertiser worry—coupon misredemption. That step would be to use the ABC Coupon Distribution Verification Service, a valuable tool for any newspaper wanting to assure itself of the effectiveness of its security procedures for handling preprint and ROP coupon material. The service was endorsed by the ANPA Board of Directors at its September meeting.

Only 126 newspapers in the United States and six in Canada are currently participating in this program, and that's not enough.

How much better off we'd be in getting and keeping our coupon advertising if a much larger number of newspapers would participate in this ABC service. That's the kind of a decision that might be made much more readily if more newspaper publishers met with the senior advertising executives who attend ABC conferences and got a clear sense of their need for assurance that coupon security procedures are adequate.

Most of us have expected our circulation and marketing executives to bear the burden of helping ABC make policies that allow us to compete for advertising and give us some flexibility in marketing. But now it's time publishers and other key executives gave them the personal support they need by attending these annual conferences. (The next one is Oct. 30-Nov. 1 in Toronto.)

We simply must keep moving forward with the best, most effective marketing strategies we can develop, and we think burdens caused by ABC rules can be significantly reduced—but only if we have the support and personal interest of senior newspaper executives. ☐

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*Estlow, president and chief executive officer of Scripps-Howard and an ANPA director, is chairman of the ANPA/Newspaper Advertising Bureau-Audit Bureau of Circulations Liaison Committee.*

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By DAVID WESTPHAL
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# ANPA blasts recommendation for low third-class rates

ANPA has urged the governors of the U.S. Postal Service not to adopt the Postal Rate Commission's Sept. 7 recommendation on new postal rates because it falls far short of eliminating the inequity between first- and third-class rates.

"First-class mail is paying and would continue to pay a grossly disproportionate share of Postal Service costs while third-class mail benefits from artificially depressed prices," the Association said in its comments.

ANPA told the governors Sept. 27 that "an immediate one-time change in the alignment of first-class and third-class rates is necessary to restore fairness and balance to all postal rates."

The commission's recommendation stunned the newspaper business by calling for a third-class rate increase that not only is considerably lower than that sought by ANPA but also lower than that requested by the Postal Service itself. At the same time, the commission proposed bumping second-class rates more than the Postal Service had requested.

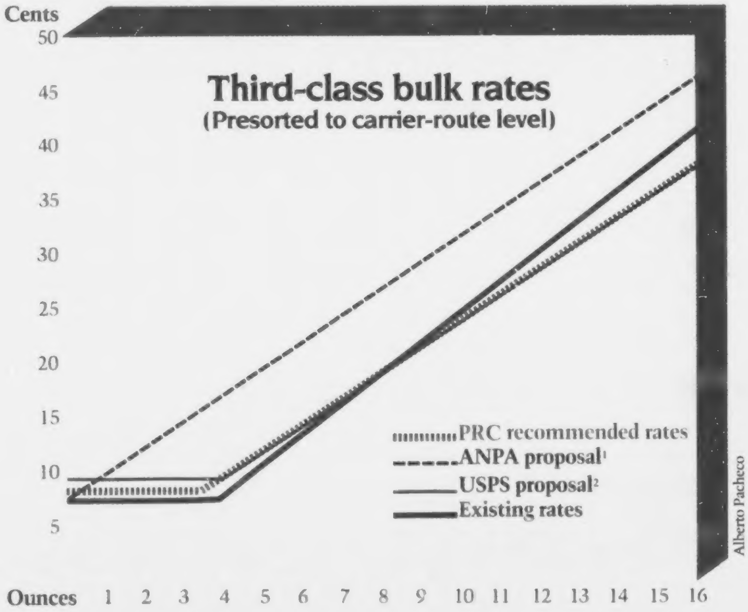
On Sept. 19, Rate Commission Chairman Janet D. Steiger met with the ANPA Government Affairs Committee and told that group that her board made its decision on first- and third-class rates primarily on the basis of a program of "tracking costs" to provide service [presstime, Sept. 1984, p. 36].

She denied allegations that the commission "took the easy way out" in the rate case by recommending relatively small, across-the-board increases rather than a big increase in the one area ANPA believes it is really needed: third-class.

The postal governors are scheduled to meet Oct. 2 and 3 in Cleveland. It was not known whether they would issue a decision then on the commission action. The governors have a range of options for action, including implementing all of the recommendation without question or accepting none of it and ultimately implementing their own rates. There is no time limit on their action.

Otto A. Silha, chairman of the ANPA-Newspaper Advertising Bureau-National Newspaper Association Joint Postal Task Force, predicted the decision probably will not come before the November election.

Postal labor negotiations also could delay the case, observers said.



Alberto Pacheco

[1] Rates for third-class mail pieces including detached labels, if any. ANPA alternatively proposed a rate beginning at 6.7 cents per piece plus 39 cents per pound if the Postal Rate Commission chose to count detached labels as separate pieces of mail.

[2] Some third-class mail groups proposed rates below this level, all basically accepting the idea of a 4-ounce weight break.

Many newspaper-business executives expressed disappointment over the commission's action—which followed months of intense, complicated rate hearings. More than 100 expert witnesses took the stand. Briefs submitted contained more than 35,000 pages of text.

The newspaper forces were heartened, however, by a separate opinion from Commissioner John W. Crutcher. While agreeing with commission findings on revenue requirements, volume projections and other factors, he dissented sharply on first- and third-class rates. Crutcher essentially sided with the ANPA position. He was the only one of the five commissioners to do so.

"In postal parlance, the term 'Aunt Minnie' is used to represent the general public who have little voice in commission proceedings. In this case, poor Aunt Minnie has taken it on the chin again!" Crutcher wrote.

The recommendation includes:

- A bulk, third-class, carrier-route presort rate of 8.3 cents for pieces weighing up to 3.5 ounces, the "weight break." The existing rate is 7.4 cents with a weight break of 3.91 ounces.
- A rate of 38 cents per pound for third-class pieces weighing 3.5 ounces or more. The existing pound rate is 45 cents for pieces weighing 3.91 ounces or more, plus a carrier-route presort discount of 3.6 cents per piece.
- A 10-percent increase in the cost of a first-class stamp, to 22 cents; an overall 8-percent increase in first-class including presort discounts.

The cost to mail a 4-ounce piece of carrier-route presorted, third-class mail now is 7.65 cents. Under the commission

**Commission Chairman Janet D. Steiger discusses the recommendation with (from left) ANPA's Maguire; ANPA Postal Committee Chairman W. Gilbert Faulk Jr., Dow Jones & Co.; H. Kirk Williams, Dunkirk (N.Y.) Evening Observer; and Charles E. Glover, Cox Enterprises.**

recommendation, it would increase by 24 percent to 9.5 cents.

But the difference between existing and recommended rates gets smaller up to 8 ounces. Rates actually would decrease for pieces heavier than 8 ounces.

For example, the existing cost to mail a 12-ounce, carrier-route presorted piece is about 30.2 cents. Under recommended rates, the cost would be 28.5 cents, or 5.5 percent less.

Some observers speculated that if the commission's recommendation is approved, the newspaper business would face an increased threat from shared mail—the practice of combining two or more preprinted advertising inserts and mailing them directly to homes as a single package. With lower costs above 8 ounces, direct-mail firms like Advo-System Inc. would have even more of an incentive to increase the weight of marriage-mail packages. That could spur the flight of more preprints from newspapers to direct mail.

Not all newspaper executives support the ANPA position, however. One is a Government Affairs Committee member, Louis A. Lerner of Lerner Newspapers, who publishes a group of paid and free weeklies—many of which are mailed second- and third-class—in the Chicago area [presstime, Nov. 1983, p. 18]. During discussion of the postal rate issue at the ANPA committee's recent meeting, Lerner said, "I would respectfully disagree" with the Association's position on third-class rates, adding that some other publishers share his sentiments.

Lerner also was critical of ANPA for not representing second-class mail interests more vigorously in the rate case. "We have been so blinded by the third-class problem that we have let the others pass by," he said. Noting that the commission recommended increases for in-county, second-class mail on the order of 50-60 percent, Lerner said, "For some of us, that's a lot."

## Publishers weigh several options

**Options for the newspaper business to continue its battle over postal rates in the wake of the unfavorable ruling Sept. 7 by the Postal Rate Commission include:**

- **Bring its arguments to the postal governors who are now considering the commission's recommendations (ANPA filed comments with the governors Sept. 27.)**
- **Pursue in the courts (If the governors' decision is not to the Association's liking, the decision may be challenged in a federal lawsuit.)**
- **Go to Congress (Even though the Postal Service is no longer a federal department, the public-policy questions involved in the rate matter could spur action on Capitol Hill.)**
- **Go back to the Rate Commission (Apart from the rate case, a formal complaint could be filed with the commission charging unfairly low third-class rates.).**

The rest of the second-class recommendation called for relatively "modest" increases, said ANPA Assistant General Counsel Pamela Riley. Included were new discounts for regular-rate (outside the county) mailings, consisting of price breaks for delivering copies of the newspaper to a "sectional center facility"—a regional mail terminal—and a new discount for the editorial portion of newspapers. Some charges for advertising portions also would decrease.

Vice President/General Counsel W. Terry Maguire responded to Lerner's criticism, saying ANPA believed the Postal Service's original proposal for changes in second-class rates was "a sound one." The Association therefore did not submit much evidence on the topic.

He also said second-class interests were fully represented by the National Newspaper Association.

Robert J. Brinkmann, NNA general counsel, said the in-county recommendation was unexpected. He reported that even commission staff members, when confronted after release of the recommendation, were not aware of all its ramifications for small publications. And there was the possiblity that the commission miscalculated when determining some of its second-class recommendations, Brinkmann said.

So with many questions swirling around the unexpected second-class rate proposal and with continued heated protest against the recommended third-class rate, the focus of the issue shifts to the eight postal governors.

Riley explained that the governors may respond to the rate recommendation in one of four ways under the 1970 Postal Reorganization Act:

First, they may approve the decision by a majority vote, an action that could be challenged in court by any interested party including ANPA.

Second, they may allow the recommendation to take effect under protest and either seek judicial review or reconsideration by the commission.

Third, they may reject the decision outright and return it for reconsideration.

Fourth, if a reconsidered recommendation is received from the commission and the governors still disagree with it, they can—if acting unanimously—impose their own rate structure.

On average, the rate commission recommendation would result in lower revenues for the Postal Service than originally requested by USPS. The commission explained that the Postal Service has had larger volumes of mail than expected. It therefore does not need as much of an increase as once thought, the panel noted.

"On this record, we have found that the evidence calls for a smaller rate increase than the Postal Service originally estimated was necessary," the commission said.

One of the most controversial elements of the recommendation is how postal overhead is allocated among the mail 'classes. ANPA argued that the commission should maintain the relationship it recommended in the last rate case: that the per-piece, third-class contribution be 40-percent less than the per-piece, first-class contribution.

The Sept. 7 recommendation calls for the third-class, per-piece contribution to be 62-percent less.

"The commission offered no analysis of how it arrived at that cost coverage or why it failed to adjust the relative contributions properly," ANPA said in comments to the governors.

Crutcher, in his dissenting opinion, said if the commission had recommended the same level for third-class that it did in the previous case, the additional revenue to the Postal Service would be "more than enough to reduce the first-class rate to 21 cents."

ANPA also sought a change in the third-class rate structure to ensure that the weight of each mailed piece is factored into its mailing cost. Currently, all third-class mail pieces under 3.91 ounces pay only a per-piece rate.

The panel said there is conflicting evidence on the relative merits of both the existing and proposed structures, and it will keep the existing structure at least until a pending cost study "or other quantitative or qualitative evidence can be reviewed."

But ANPA said that position ignores evidence that weight affects cost. "Unlike the mailers in other classes who must pay higher rates for each ounce of mail, third-class mailers will continue to pay the same low rate for a piece weighing almost one quarter of a pound as they pay for a piece weighing 10 times less," the Association told the governors.

The commission rejected ANPA arguments that third-class rates should be raised because third-class service has improved and hence the service is worth more. It is a point disputed by some third-class mail groups.

Another sore point involves direct-mailers' use of detached address labels. ANPA asserts that those postcard-like labels, as separate pieces of mail, should be charged accordingly. The Association even proposed an alternative rate for use of such cards. The commission noted that it earlier refused to consider arguments for a separate fee in this rate case.

The question is pending in another proceeding based on a separate ANPA complaint.

ANPA and other parties have contended that third-class rates are unfairly low. The commission said it could not address that point because it had not received any direct testimony citing harm to a newspaper. The panel did deny, however, that the rates have an anti-competitive impact on other competitors of the Postal Service.

The commission acknowledged that private delivery firms have "varied noticeably in their ability to withstand price competition." Some report "success, while others are pessimistic about their ability to continue." Nevertheless, the commission concluded that "the ability of private delivery service to assemble separate pieces into shared distribution sets . . . is not dependent on the level of postal rates."

In addition to comments to the governors, ANPA Chairman and President Richard J.V. Johnson issued a statement saying the rate commission "has failed to take advantage of the opportunity it has to restore a better sense of balance and fairness to the relationship between first-class rates and third-class rates."

He said the Association "spent considerable time studying postal laws and services and analyzing postal statistics and finances. The two inescapable conclusions we reached were that first-class rates are too high and the third-class rate structure is both unfair in design and generally too low."

Under the recommended rates, he said, "a first-class, one-half-ounce letter would cost 22 cents to mail to a friend or relative, or to pay a bill, while unrequested third-class mail—often traveling at or near the speed of first-class mail—would pay only 8.3 cents to mail nearly a quarter-pound letter anywhere in the U.S. That's wrong and that's unfair. And the governors of the U.S. Postal Service would be doing the American public a grave disservice if they approved this recommendation." —*C. David Rambo*

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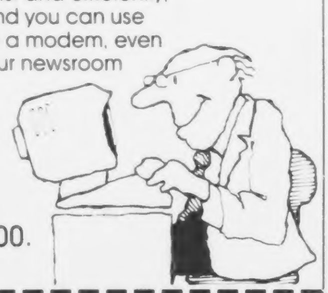

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# 'Protection' proposal called 'licensing'

The ANPA Government Affairs Committee expressed "alarm" at UNESCO's role in a conference that proposes to establish international guidelines for "protection" of journalists. Western press observers note that "protection" is oftentimes a code word for "licensing."

Known as the "World Conference on Working Conditions and Security of Journalists," the March 18-23 meeting in Mexico City is scheduled to follow a series of regional meetings in Europe, Africa, Southeast Asia and the United States. No major Western free-press groups—such as the International Press Institute, International Federation of Newspaper Publishers, Inter American Press Association or World Press Freedom Committee—have been involved in planning any of these meetings [**presstime**, August 1984, p. 37].

In its Sept. 19 statement, the Government Affairs Committee said:

"The American Newspaper Publishers Association has watched with growing concern over many years proposals at UNESCO which have threatened press freedom and the free flow of information.

"We would welcome signs the organization will move from such controversial and confrontational activities, to constructive programs supporting UNESCO's original commitment to a free flow of information.

"We are therefore alarmed at UNESCO's participation in and support for a new meeting now scheduled in Mexico City on 'working conditions and security of journalists.'

"The meeting revives some press issues upon which compromise repeatedly has proved impossible.

"These issues too often have involved schemes for censorship through licensing journalists in the name of 'protection.'

"While journalism can be a hazardous profession and ANPA traditionally has championed the welfare of journalists, journalists are not helped by chains of regulations but by freedom to better serve the cause of truth."

Also at the committee's semi-annual meeting in Washington, D.C., Harold W. Andersen, chairman of the World Press Freedom Committee, predicted UNESCO will not make reforms substantial enough to cause the U.S. government to reconsider its decision to pull out of the agency at the end of this year. Andersen, president of the Omaha World Herald Co., is part of a 14-member group named by Secretary of State George P. Shultz to report in November on the degree and significance of any UNESCO reforms.

UNESCO has hired a Washington, D.C., public relations firm, Wagner & Baroody, to help the UN agency improve its public image. ☐

## WORLD PRESS NOTES

- The outspoken Namibian newspaper, The Observer, **resumed publication** Sept. 1 after being banned by South African censorship authorities for two weeks. It was the first case of a shutdown of a newspaper in Namibia, a territory controlled by South Africa [**presstime**, April, 1984, p. 47].

- The Norwegian National Committee of the International Press Institute has sent a **shipment of newsprint** to Nicaragua's beleaguered opposition newspaper, La Prensa.

  The paper, which has been censored repeatedly by the Sandinista government, has come close to shutting down because of government policies hindering its purchase of newsprint [**presstime**, Jan. 1984, p. 38].

- Jonathan Wright, a reporter for the British news agency Reuters, was **freed unharmed** Sept. 21 after being abducted three weeks earlier.

  Wright disappeared when he left Beirut for a reporting assignment in eastern Lebanon. Reuters said after his release he could not identify his captors.

  Meanwhile, Jeremy Levin, Beirut bureau chief for Cable News Network, is still missing. He disappeared in Beirut March 7 [**presstime**, April 1984, p. 47].

- **Jacobo Timerman**, who was imprisoned and tortured for more than two years by the former military regime of Argentina, has returned to his homeland as managing editor of the Buenos Aires daily La Razon [**presstime**, Feb. 1984, p. 32].

# Cable, videotex services end; teletext begins

One newspaper company halted its cable television programming in September, and another pulled out of videotex. But a newly launched teletext service involving a third newspaper company goes on.

- R/G Cable, a division of Phoenix Newspapers Inc., closed its three cable TV channels Sept. 14. After two years, the cable programming venture had not generated enough revenue to justify its continuance, explained Joe Cole, general manager of R/G Cable.

The three channels offered text classified advertising, text news and a combination of text and video real estate information [**presstime**, Feb. 1984, p. 30].

R/G Cable will be "reallocating our resources and concentrating our efforts in the videotex area, particularly Teleguide," Cole said. Teleguide is a public-access videotex system that was scheduled to begin operation in late September in Phoenix [**presstime**, Aug. 1984, p. 10].

- Harris Electronic News, a division of Harris Enterprises Inc., ended its videotex service Sept. 1. Company officials said HEN will become an information provider on other videotex systems, beginning in January.

The two-year-old, telephone-based service, accessible by personal computer, offered farm and agribusiness information, business news, general news, sports and weather. It operated out of Hutchinson and Olathe, Kan. [**presstime**, Dec. 1983, p. 24].

HEN Editor and General Manager Thomas N. Bell said Harris was "prepared to continue spending money" on the service but the company determined it could produce more revenue as an information provider than as a system operator.

- Local entertainment and sports information from the Los Angeles Times is included on a full-channel teletext service being tested by Group W Cable over its Buena Park, Calif., cable TV system.

The experimental service, called Request, also includes shopping and computer information, TV listings, weather forecasts, and features from Electronic Media Services, a division of United Media Enterprises.

Thirty households have been provided with decoders to receive the service that began July 9. ☐

# Government Affairs Committee airs concern over SEC scrutiny

Two top enforcement officials of the Securities and Exchange Commission acknowledged that recent SEC enforcement activity seeking registration of financial publications raises some First Amendment concerns.

But they said the action is necessary to prevent consumer fraud and does not overstep free-press rights.

The SEC officials met with the ANPA Government Affairs Committee amidst growing press concern over the agency's increased scrutiny of the publishing of financial information.

Also addressing the committee during its Sept. 18-19 meeting in Washington, D.C., was Secretary of Defense Caspar W. Weinberger, who said he has accepted "very generally" the recommendations of the Panel on Media-Military Relations concerning press access to military operations. However, with respect to the incident that sparked the creation of the so-called Sidle panel—last October's invasion of Grenada—Weinberger said he would not have done things differently. That is, he would not have overruled the military's prohibition against on-the-scene press coverage of the invasion.

The two SEC officials— Michael Berenson of the SEC's Division of Investment Management and Paul Gonson, solicitor in the office of SEC general counsel—outlined the scope of the 1940 Investment Advisor Act for the newspaper executives.

They said the act requires that publications be registered as investment advisors if they operate mainly to dispense investment advice. "Bona fide" newspapers and other popular-press publications are exempt from the requirement.

Recent enforcement actions have centered on this issue.

The officials said that to determine whether a publication needs to be registered, the SEC must examine the publication's editorial and advertising content and audience. That was an area of concern to some members of the ANPA committee and other meeting participants.

"How would you distinguish between a piece in my newspaper and a tip sheet located up the street?" asked Robert C. Maynard, editor and publisher of The Oakland (Calif.) Tribune.

The officials could provide no easy answers.

"Obviously, this drawing of the line is a difficult process," Berenson said. "Quoting Justice (Potter) Stewart (on pornography), 'I can't define it, but I know it when I see it.'"

In discussing the SEC's civil lawsuit against former Wall Street Journal reporter R. Foster Winans based on "insider trading" provisions of the law [presstime, Aug. 1984, p. 38], Berenson and Gonson said the SEC contends Winans had a "duty" to his employer not to reveal unpublished information. The SEC also has said Winans had a "duty" to the public to inform readers about his alleged scheme to use the unpublished information for financial gain.

The reason for making those claims in addition to the more conventional allegations of fraud is that such arguments have been instrumental in other cases the SEC has won. For example, the SEC has prevailed by claiming that employees of securities print shops have a duty to their employers not to use the materials for personal gain.

**Weinberger (right) chats with Richard C. Steele of the Worcester (Mass.) Telegram and Gazette (left) and committee Chairman George W. Wilson of the Concord (N.H.) Monitor.**

ANPA continues to monitor the SEC case against Winans, which some committee members say is rife with First Amendment implications.

The Reporters Committee for Freedom of the Press and the American Society of Newspaper Editors plan to file a friend-of-the-court brief in the case in an effort to safeguard press freedoms.

There also is a criminal case against Winans and others filed by the Justice Department. A federal grand jury recently handed down an indictment against the defendants in that case.

Defense Secretary Weinberger's prepared remarks dealt with his complaint that the press does not always tell the "full story" when it writes "horror" stories about over-priced military spare parts. He criticized stories that neglect to mention, or mention only at the end of a story, that military personnel are the ones uncovering these problems or that steps are being taken to correct them.

On the issue of press coverage of military operations, Weinberger told the committee that a statement attributed to him to the effect that he would never dream of overriding the military was "slightly inaccurate." What he was asked, he explained, was whether he would have changed the no-press-coverage recommendation of the officer overseeing last October's invasion of Grenada. "My answer was no, on a detail of that kind, under those circumstances, I wouldn't have dreamt of overruling him" [presstime, Sept. 1984, p. 38].

On other subjects examined during the two-day meeting the committee was told that:

- Publishers should be planning educational programs to explain to employees the Occupational Safety and Health Administration's new "hazard communication" rules requiring labeling of certain hazardous substances in the workplace beginning Nov. 25, 1985 [presstime, Dec. 1983, p. 20].
- Three Los Angeles newspapers have filed a lawsuit challenging the city's gross receipts tax as applied to the media [presstime, Dec. 1983, p. 21]. Filing suit

in Superior Court for Los Angeles County were the Los Angeles Times, the Daily News and La Opinion.

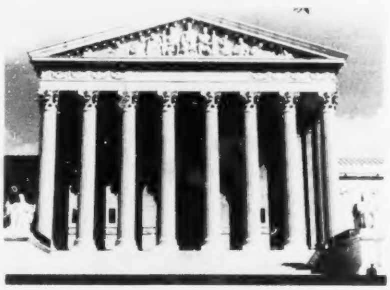
- Texas newspapers are readying ammunition to fight any new legislative initiative to tax advertising. Phillip J. Meek, president and publisher of the Fort Worth Star-Telegram, said a study is being prepared on the implications of such a tax. Texas media narrowly escaped an ad tax during a special session last summer [presstime, Aug. 1984, p. 62].

- The Canadian Daily Newspaper Publishers Association is protesting a $500,000 federal government grant to the Graduate School of Journalism at the University of Western Ontario to establish a Centre for Mass Media Studies. E. Paul Wilson, vice president/marketing at Southam Inc., said the organization is concerned because the centre proposes to monitor the performance of Canada's mass media, one of the recommendations of the Royal Commission on Newspapers [presstime, July 1982, p. 62]. The dean of the school, Peter Desbarats, was on the research staff of the Royal Commission. ☐

## COURTS

# Court to decide press cases

BY RENÉ P. BROWN



The U.S. Supreme Court has agreed to review six media-related cases in its 1984-85 term that will address new issues and possibly clarify previous decisions affecting newspapers.

Observers say the level of activity will approximate that of the previous term, which saw decisions in such key cases as *Bose Corp. v. Consumers Union, Press-Enterprise v. Riverside County Superior Court, Waller v. Georgia* and *FCC v. League of Women Voters* [presstime, Aug. 1984, p. 34].

One of the first cases scheduled for oral argument in the new term, *Dun & Bradstreet, Inc. v. Greenmoss Builders, Inc.*, could have a major impact on standards of libel for newspaper advertising. This case originally was before the court on the question of whether presumed and punitive damages could be assessed against a non-media defendant without a showing of actual malice.

The court has requested further information on two issues. The first was whether the constitutional rule adopted by the Supreme Court in *New York Times v. Sullivan* and *Gertz v. Welch*—requiring proof of actual malice before presumed or punitive damages may be awarded to a public figure—should apply to defamation suits against non-media defendants. The second was whether that rule on damages should apply to commercial or economic speech.

Dun & Bradstreet, publisher of financial and other business information, mistakenly reported in a special notice to five of its subscribers that Greenmoss Builders had filed for bankruptcy.

Dun & Bradstreet learned several days later that the report was false; a Greenmoss employee—not the firm—filed a petition. Dun & Bradstreet sent a retraction to each of the five subscribers and advised them of the correct facts. Greenmoss nonetheless sued for libel and ultimately received a $350,000 judgment.

If the court rules that commercial speech is not entitled to actual-malice protections outlined in *New York Times* and *Gertz*, newspapers could face punitive damages in a libel case involving non-political advertising. The court generally has recognized such advertising as protected speech.

ANPA supports uniform application of the law for the press and public.

Another important case, *Harper & Row v. Nation Enterprises*, raises copyright questions. The Supreme Court must balance the competing interests of the press to publish against an author's right to control copyrighted material.

The Nation magazine ran an article using a then-unpublished manuscript of former President Ford's memoirs furnished by an unidentified person. Harper & Row had exclusive rights to Ford's memoirs and had authorized Time magazine to print excerpts.

The Nation article was published about three weeks before the Time excerpts were scheduled to appear. Harper & Row filed suit for copyright infringement and won in U.S. District Court. But the 2nd U.S. Circuit Court of Appeals reversed that decision, saying The Nation article was a journalistic activity protected by the First Amendment and fell within a "fair use" exception to the copyright law.

Harper & Row argues that the appeals court departed from the traditional analysis used by courts in determining the scope of what is protectable under copyright laws in a work of nonfiction.

Investigative efforts of newspapers could be affected by the Surpeme Court's decision in four cases concerning access to information under the Freedom of Information Act.

In two of the cases, *U.S. Department of Justice v. Provenzano* and *Shapiro v. Drug Enforcement Administration*, the court is expected to define—and hopefully resolve confusion over—the proper relationship between the 1974 Privacy Act and the Freedom of Information Act. The central question presented in these two cases is whether the Privacy Act constitutes an exemption to FOIA.

Some federal appeals courts have held that the Privacy Act's broader authority to exempt law-enforcement files takes precedence over the narrower privacy exemptions of FOIA. Other appellate courts have held the opposite. ANPA believes the Privacy Act is not an FOIA exemption.

The other two freedom-of-information cases, *Central Intelligence Agency v. Sims* and *Sims v. Central Intelligence Agency*, will give the court an opportunity to address the application of an FOIA privacy exemption to the CIA. A federal appeals court held that the CIA may withhold the identity of a source of certain intelligence information even though the agency failed to demonstrate the need to guarantee confidentiality in order to obtain the kind of information that source supplied.

An additional issue to be resolved is whether the appellate court erred by af-

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*Brown is counsel in the ANPA Legal Department.*

firming without explanation the lower court's decision permitting the CIA to withhold the information.

**Review requested.** The Supreme Court has not yet decided whether it will hear several other cases submitted for review, including an antitrust case and another libel case.

The circumstances under which a newspaper monopolist may extend its monopoly into a vertically related second market is the central question in the antitrust case, *Paschall v. Kansas City Star.* The Star decided to stop selling its newspapers at wholesale rates to independent-contract carriers. It opted, instead, to enter the retail market and distribute newspapers itself.

Independent distributors appealed to the high court a decision of the 8th Circuit in favor of the newspaper. The carriers contend the newspaper unlawfully attained monopoly power in the publishing market and sought to use that power to destroy all competition in a second, vertically related market.

The Star's refusal to sell its product had, according to the carriers, substantial anticompetitive effects. ANPA filed an *amicus curiae* brief on behalf of the newspaper company at the circuit court level.

At issue in the libel case, *Piedmont Publishing Co., Inc. v. Cochran,* is whether a state may impose a procedurally stricter standard upon newspapers in a First Amendment case than that which exists in other civil cases. The stricter standard would mean such a case could not be decided by summary judgment and would have to go to the jury.

At issue is a newspaper photo captioned "They are hungry, they say." The plaintiff, the person who was quoted, asserts he never told the photographer he was hungry.

A lower court ruled this assertion raised a genuine issue of material fact as to the newspaper's actual malice. The court precluded summary judgment for the paper on punitive damages.

Other press-related cases likely will emerge as the term progresses. ☐

## Updated LDRC study shows media winning more libel suits

A study of libel suits over the past two years has indicated there may be a "marked increase" in the rate at which the media are prevailing in libel cases.

Henry R. Kaufman

The Libel Defense Resource Center made that finding in an update of its 1982 study on "Trials, Damages and Appeals" [presstime, Oct. 1982, p. 19].

In the first study, media defendants won only 11 percent of cases examined that went to trial. In the new study, covering the last two years, LDRC found that defendants won 46 percent.

However, LDRC General Counsel Henry R. Kaufman cautioned against reading too much into the findings. "We're not ready on the basis of this new report to declare a victory," he said.

Kaufman explained that "sampling problems are immense" because the resource center does not know about all libel cases. The first study centered on 54 cases and the recent one, 63.

Nevertheless, Kaufman said there are a number of possible factors for the improved data. One is that judges may be doing a better job in issuing instructions to juries. Another is that lawyers for the media may be taking their cases more seriously—and doing a better job preparing them.

Kaufman said the numbers also may reflect the fact that highly publicized, big-judgment libel verdicts are attracting a lot of groundless suits that are easily won by the media.

Among other findings:

- The media won more "bench trials," heard by a judge instead of a jury, than in the previous study. The media prevailed in nine of 10 such trials in the recent study; only one of six in the previous one.
- The media won 20 of the 53 jury trials studied in this year's report. They won only five of 47 in the 1982 project. The new data seem to discredit many media lawyers' belief that "you can't win before a jury," Kaufman said. "It's not inevitable that you're going to lose."
- Public-official plaintiffs succeeded in all 11 trials covered in the first study. But they prevailed in just seven of 14 cases in the second study. Public officials and public figures were unable to prove as often that the media acted with actual malice; 47 percent of public-realm people prevailed in the actual-malice standard in the recent study, compared with 89 percent in the previous one.
- Twice as many private-figure libel suits were shown to have reached trial in the current study.
- Broadcast defendants won 73 percent of the cases against them in the current study. They won only 11 percent before. Newspapers continue to lose the greatest number of cases, but magazines seem to be hit with the most million-dollar judgments.
- Media defendants were shown to fare well in both studies in after-trial proceedings, although the success rates were consistently higher over the past two years. ☐

### Edmonton daily prevails in challenge to search

The Supreme Court of Canada ruled Sept. 17 that the broad search powers contained in the Combines Investigation Act violate the Charter of Rights guarantee against unreasonable search and seizure.

The court ruled unanimously that a combines raid on the Edmonton (Alberta) Journal in April 1982 was conducted under legislation that lacks adequate procedures for authorizing a search [presstime, July 1982, p. 62].

"I'm absolutely delighted," said J. Patrick O'Callaghan, who was publisher of the Journal when its offices were raided. He is now publisher of The Calgary (Alberta) Herald. Both newspapers are in the Southam Inc. group.

Alberta's Court of Appeal had ruled 6-0 that the search powers were too broad, but the government appealed.

O'Callaghan noted that Southam used the Charter of Rights, which was passed in 1982, in its defense. The company cited Section 8 of the act, which states: "Everyone has the right to be secure against unreasonable search and seizure."

The combines act was designed to protect the public against monopolistic business practices. The reason for the investigation at the Journal was never revealed, O'Callaghan said. ☐

# Tucson JOA sued over shoppers

The question of whether newspapers in joint operating agreements may operate total-market-coverage programs is the subject of a lawsuit against the same newspapers that were the basis for enactment of the 1970 Newspaper Preservation Act.

The U.S. District Court in Tucson said "shopper" publications of the Arizona Daily Star and the Tucson Citizen, distributed to non-subscribers via second-class mail, "were not intended to be included among those activities of a joint operating agreement exempt from the operation of antitrust laws."

The Green Valley (Ariz.) News and Sun, a twice-weekly paid-circulation newspaper, had filed suit against the Tucson dailies' TMC effort in the News and Sun market. The court in early September issued an injunction against distribution of the dailies' publications in the Green Valley area.

Judge William D. Browning said the News and Sun showed there is a "possibility of irreparable injury" as a result of the TMC publications.

However, several days later, the injunction was vacated by the 9th U.S. Circuit Court of Appeals. Reason for that action was that the News and Sun had requested summary judgment, not an injunction. The case was sent back to the District Court for further consideration.

The 1970 Newspaper Preservation Act allows two or more competing newspapers to combine all non-editorial functions and receive limited antitrust immunity if it can be shown that at least one of the newspapers is in probable danger of financial failure.

The act was intended to preserve the maximum number of newspaper editorial voices. It was passed after a federal court ruled that the Tucson joint operating agreement violated antitrust law—a ruling subsequently affirmed by the U.S. Supreme Court.

The question of what JOA newspapers may do under their antitrust immunity may extend to other activities such as electronic publishing. Some publishers have been considering asking for a change in the 1970 act to cover TMC products, electronic publishing and other activities not specifically mentioned in law [presstime, May 1983, p. 65]. □

## COURT BRIEFS

- A Washington Post reporter no longer faces the threat of **criminal contempt charges** for refusing to testify before a grand jury. Loretta Tofani had refused to testify in cases stemming from her series of Pulitzer Prize-winning articles on inmate rape in the Prince George's County, Md., jail.

  She instead agreed to testify in open court, but only "to confirm that her articles are true and accurate," according to an agreement with the county prosecutor.

- A federal district court judge said the **newsrack placement ordinance** of Greenwich, Conn., violated free-press rights. The city was permanently enjoined from enforcing the ordinance. It required a permit for each vending machine as well as insurance against personal injury and property damages should a person or vehicle make accidental contact with it.

- William Shockley prevailed in a **libel suit** against The Atlanta Constitution and former reporter Roger Witherspoon over an article on Shockley's theory that blacks are genetically inferior to whites. But a U.S. District Court jury awarded the Nobel Prize-winning physicist only $1 in damages.

  Shockley said he was considering an appeal because of the size of the award.

  In the article, Witherspoon, who is black, compared Shockley's proposed voluntary sterilization program for "genetically disadvantaged" people to activities against Jews in Nazi Germany.

## LEGISLATION

# Closed-meeting option urged

An independent federal advisory panel has recommended that Congress make changes in the federal open-meetings law to allow more situations in which meetings can be closed to the public and the media.

The Administrative Conference of the United States asserted that the "degree of collegiality" among members of federal regulatory agencies has "diminished" because of the Government in the Sunshine Act.

It suggested the agencies be permitted to close meetings to "discuss the broad outlines of agency policies and priorities (including enforcement priorities) . . . when the discussions are preliminary in nature or pertain to matters, such as budget or legislative proposals, which are to be considered in a public forum prior to final action."

In some agencies, members have been so inhibited by the sunshine law that the decision-making pattern has shifted from group discussions in open sessions to "one-on-one encounters" and transmission of views by staff members and by memoranda, the conference said in its recommendation adopted June 29.

ANPA, the American Society of Newspaper Editors and the National Newspaper Association opposed the recommendation when it was first proposed last year [presstime, Dec. 1983, p. 20]. □

## Congress rushes to adjourn, bills in doubt

As lawmakers headed toward the scheduled Oct. 4 adjournment date for the 98th Congress, the House passed three bills of interest to the press:

- HR 3979, to replace the existing health warning message in cigarette advertising with four alternating messages, passed Sept. 10 [presstime, June 1984, p. 36]. It was uncertain whether the Senate would act on the measure before adjournment.
- HR 5645, to eliminate most existing federal court calendar priorities—including the existing priority for Freedom of Information Act cases—passed Sept. 11 [presstime, Sept. 1984, p. 34]. The measure awaits action by the Senate.
- HR 5165, to exempt certain CIA operational files from the search and review requirements of the FOIA, passed Sept. 19 [presstime, Sept. 1984, p. 34]. The Senate already passed its own bill. The House version contains several improvements sought by ANPA. A member of the staff of the House Information Subcommittee said he was hopeful the Senate would take up the House bill and pass it, eliminating the need for a conference committee to reconcile differences between the two bills. □

## REGULATIONS

# Newspapers assist in cleanup of dump sites

Increasingly, newspapers are being asked to contribute to cleaning up hazardous waste dump sites.

So far, at least five newspaper companies have participated in the U.S. Environmental Protection Agency's four-year-old "superfund" program that aims to clean up problem inactive waste sites. They are: Indianapolis Newspapers Inc., Philadelphia Newspapers Inc., Seattle Times Co., Plain Dealer Publishing Co. of Cleveland and Triangle Publications Inc. of Radnor, Pa.

EPA currently has 538 sites on its national priority list eligible for participation in the superfund program and is continually adding to it. At each site, EPA investigates to determine who may be held responsible for its cleanup, including not only owners and operators but also companies that contributed waste. It has identified and notified "potentially responsible parties" at 179 of the sites. These parties are asked to pay for the remedial work. If they will not or cannot pay, EPA pays for the cleanup from the $1.03 billion superfund trust fund. However, the agency may sue to recover its costs.

The Seattle Times was one of about 300 parties identified at the Western Processing Inc. site in Kent, Wash. Although it contends the ink and solvents it contributed are not toxic, the company decided to participate in the voluntary cleanup because it would be less costly than taking the matter to court, according to Dennis J. Fox, general services manager.

The cost of the surface cleanup was apportioned among the parties according to the volume of waste each contributed. The Times, which had 30 drums at the site, was figured to have contributed .13 of 1 percent of the volume, according to Fox. He declined to say how much the Times paid. A spokesman in EPA's Region 10 office in Seattle said the participating companies are contributing about $10 million.

Philadelphia Newspapers is voluntarily participating in efforts to clean the Swope Oil & Chemical Co. site in Pennsauken, N.J. It contends the "roller wash" it is said to have contributed to the site is not hazardous to the environment, but has a low flashpoint. Another of the 12 companies that reached voluntary agreement with EPA to pay for initial remedial work at the site is Triangle Publications Inc., publisher of the Daily Racing Form. The companies responsible, whose numbers could grow as the EPA investigation continues, will divide the estimated $800,000 cost.

This is the Pennsauken dump as it appeared in 1982.

Indianapolis Newspapers is currently negotiating with EPA to be allowed to be a part of a voluntary agreement to pay for surface cleaning at the Environmental Conservation and Chemical Corp. site near Lebanon, Ind.

According to David B. Wright, vice president and business manager, the company did not realize it had contributed waste to the site when it was first contacted by EPA and invited to attend a meeting of contributors.

Subsequently, he says, the company learned that the 225 companies that attended the meeting entered into a voluntary settlement agreement with EPA to pay a large part of the cost of the cleanup based on $29 per barrel of waste contributed. EPA notified the newspapers that they and 32 other non-settlers would have to divide among themselves the remaining cost of the cleanup—about a half million dollars. The companies have retained legal counsel in their attempt to become part of the settlement agreement. Of the 139,000 barrels of waste at the site, Wright says the newspapers contributed 60 barrels, or .04 of 1 percent of the total volume. He described the newspapers' waste as ink sludge and press cleaning materials. He says the company does not think the material is hazardous.

ANPA Manager/Environmental Services Richard W. Neergaard said other newspapers also may be surprised to learn that their waste has been found at superfund sites. This points up the need for newspapers to pay close attention to their waste disposal practices, he added.

Nearly all the newspaper waste that will be found at these sites will consist of waste ink and pressroom solvents, Neergaard predicted. Any potential hazard these materials would pose would be caused by low flashpoints in the case of the solvents and metals in the case of color inks, he said.

The cleanup to which Plain Dealer Publishing contributed in 1982 did not involve waste generated by the newspaper but a warehouse containing toxic materials located on property owned by the company. The facility had been leased to a reclamation, recycling and storage company that went out of business in 1980. EPA paid for removing the materials from the warehouse; the Plain Dealer razed the building. ☐

# Newspapers ponder acceptance of 'brokered advertising'

A federal court case in Boise, Idaho, has raised—but left unresolved—a number of questions about the right of newspapers to refuse to accept advertising inserts put together by an outside company.

Although most newspapers accept inserts containing so-called "brokered" ads for a combination of national advertisers, very few accept local-advertising preprints assembled by independent entrepreneurs.

In the Boise case dismissed Aug. 31, U.S. District Judge Ray McNichols did not rule on the plaintiff's claim that the Idaho Statesman violated federal antitrust laws by refusing to accept some locally brokered advertising inserts. Instead, McNichols held that the evidence presented on behalf of the plaintiff over a nine-day period was insufficient to send the case to a jury for a verdict.

According to ANPA Assistant General Council Pamela Riley, the Idaho case is the first to raise the antitrust issue for papers that refuse brokered advertising. "There is no case law" in this area, she says.

Over the past few years, newspapers have come to an uneasy acceptance of brokered advertising, particularly groupings of cents-off coupons for national accounts.

But the longstanding practice of newspapers to maintain creative and financial control over local advertising is now being challenged:

- By local entrepreneurs seeking to cash in on the generally lower rates charged for insert advertising
- By nationally controlled retail stores that want nationwide distribution for their ads
- By large direct-mail companies that are beginning to reach into retail markets.

"I think it is going to be an increasing problem," said Tucker Sutherland, senior vice-president of Harte-Hanks Communications Inc. and president, newspaper operations.

So far, most confrontations have arisen when a newspaper is unaware of the fact that someone who appears to be a single advertiser is actually brokering space for others.

*The Idaho case is the first to raise the antitrust issue for papers that refuse brokered advertising.*

Earlier this year, for example, a Montana radio station disputed the right of The Billings Gazette to reject a contracted insert after the paper discovered KZLS-FM was selling ads for the insert. "We've had a kind of unwritten policy (against brokering) that maybe everybody didn't know then," said Publisher George Remington. "But everybody knows now." The radio station withdrew its proposal after the Gazette made it clear that the paper would stand by its policy against brokering local ads.

"I guess if a person approached us and were really devious, then we could be vulnerable," said Gene H. Grant, advertising director of The Sacramento Bee, which has a "firm policy" against locally brokered advertising. "If they (newspaper officials) accept the order without conditions, it is our understanding the newspaper may be legally bound to run it," he added. "We attempt to have our sales people sensitive so they don't get duped."

In the Boise case, the Gannett Co.-owned Statesman had made an exception to its existing policy against local brokering for the inserts proposed by Philip J. Drinkwine. The daily returned to its original policy after Drinkwine fell behind in his payments and the paper assumed he had gone out of business.

But newspapers are now forming policy decisions that go beyond reacting to these isolated experiences. Faced with proposals to include advertisements for the Sears Roebuck Co. catalogue and local outlets of national chain stores in some of their inserts, they are reacting in a variety of ways.

Harte-Hanks, like most groups, does not have a unified policy for all of its newspapers. But last year the papers in its Texas Metro group established a policy of rejecting nationally prepared preprints that include retail advertising. In other words, said Sutherland, brokered inserts can carry an ad for Kentucky Fried Chicken but not one for a specific outlet.

At two Indiana papers where national advertising is sold jointly by Knight-Ridder Newspaper Sales, The Times of Hammond and the Post-Tribune of Gary, retail advertising is accepted throughout the paper, ROP or in inserts, but always at the retail rate.

"We feel this is a compromise," says David Trewin, advertising director for The Times. "They want to be in retail for ROP to get the lower rate and in national preprints to get a lower rate. So we're saying 'be consistent.'"

Many smaller papers are not questioning where this kind of advertising is placed, because so little normally comes their way. Larger ones fear a sizable erosion of the revenue and control they have had with retail advertising.

"In my opinion, we're not going to do all the work to write the paper and distribute and promote it, then let the brokers make all the money," said John Sweeney, advertising director of the Houston Chronicle. "We will have to look at developing procedures and rates to make this more equitable."

"The subject is not going to go away," says Christopher Jackson, vice president/chain store sales for the Newspaper Advertising Bureau, who has worked with papers seeking a solution. "There should be a way for newspapers to keep this business, which would otherwise go to the competition."

Beyond the money involved, papers are looking at what they think is an infringement on their relationships with their customers and their readers. A number of papers say they have been burned by local brokers who do not deliver what they promise their advertisers or the public.

After an insert promoted by a local broker at the Daily News in Los Angeles fell through, "People were getting problems with their ads and we were getting all the calls," said Display Advertising Director H.R. (Hugh) Autz. "On a retail basis, you need to talk directly with the clients to properly service them so there is no misrepresentation."

"What it boils down to these days," he said, "is we have to be responsible for what goes in our paper, both advertising and editorial."

—*Marcia Ruth*

## Canadian newspapers develop ad standardization program

Canadian newspapers, following the lead of their neighbors to the south, are working on an advertising standardization program similar to the expanded Standard Advertising Unit system that took effect three months ago in the United States.

The board of directors of the Canadian Daily Newspaper Publishers Association, at CDNPA's Sept. 12-13 meeting, approved a plan proposed by a task force representing newspapers, advertisers and advertising agencies. Implementation is set for Oct. 1, 1985.

Like the SAU™ system, the Canadian version calls for broadsheet newspapers to adopt a 13-inch-wide page with a six-column advertising format.

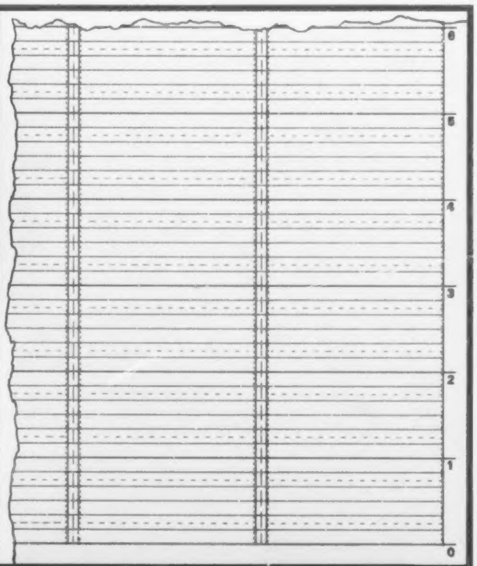
It also recommends the use of the inch as the unit of measurement of the depth of newspaper advertising, as in the SAU system.

That had been in doubt because Canada has officially moved to the metric system. However, John E. Foy, CDNPA general manager, said the decision was made to go with the inch in the belief that Canada's new government will not continue to make metric mandatory. Metrification also is being challenged in the courts.

Still to be worked out is whether the Canadian version will include a set of standard units. The SAU system has 56 standard sizes.

Foy said it is hoped all the details can be nailed down by the end of the year.

Norman R. Kirk, a member of the task force, said he does not foresee any major problems for Canadian newspapers in converting because they will be able to benefit from the experience of U.S. newspapers. "Quite frankly, we don't have to reinvent the wheel because you have already invented it down in the States," said Kirk, advertising director of The Toronto Star. ☐



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## Another postal problem, this one over SAU measurements

The expanded Standard Advertising Unit system is causing some newspapers problems with the U.S. Postal Service.

According to the Newspaper Advertising Bureau, the issue revolves around the Postal Service's requirement that newspapers report what percentage of their content is devoted to advertising.

The problem arises because postal officials want one percentage, based on one advertising volume total. Newspapers subscribing to the SAU™ system typically have two ways of reporting advertising volume: one for display advertising, based on SAU column inches, and another for classified advertising—which is not part of the SAU system—based on linage.

NAB suggests that newspapers that have adopted the SAU format for display advertising convert all of their ad-volume data to SAU inches. Volume measured in lines is converted to inches by dividing by 14 (14 agate lines to the inch). Then, to convert to the SAU six-column format, a newspaper with an eight-column format must multiply the number of inches by .75; nine-column, by .666; and 10-column, by .60.

For more information, contact Charles M. Kinsolving Jr., vice president marketing/new technology, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 704-4544. ☐

## Ad expenditures continue '84 climb

Advertising expenditures for daily newspapers totaled just over $2 billion in May, an increase of 12.4 percent over the same month last year, according to preliminary estimates from the Newspaper Advertising Bureau.

Classifieds showed the greatest increase, rising 24.1 percent to $660 million. Expenditures for national advertising climbed 7.4 percent to $274 million, and retail was up 7.6 percent to $1.116 billion.

For the first five months of 1984, ad expenditures for daily papers totaled $9.367 billion, up 18.7 percent from the same period a year earlier.

Classified showed the greatest rate of increase, 32.7 percent, to $3.065 billion. Retail rose 13.6 percent to $5.045 billion. National was 10.3-percent higher at $1.256 billion. ☐

# With era of cost reduction over, it's time to address strategies

BY CRAIG C. STANDEN

On Sept. 12-13, the bureau held its annual staff sales meeting. It was a time for reviewing the past and planning for the future. We concentrated on the future.

In opening the meeting, I told our staff that in my opinion, what happens in the newspaper business in the next 10 years will determine whether we will be highly successful or only marginally successful in the long run.

Although we can't predict everything that will happen in the coming decade, we can be pretty sure of certain trends:

- *The number of media and media outlets will continue to grow, and broadcast audiences will become more and more fractionated.*

The growth of cable, the reduction in network TV ratings and the drop in commercial recall that our research has documented, have made television a less effective medium for mass selling. At the same time, TV commercial prices continue to rise, and major advertisers are increasingly looking for alternative ways of reaching large audiences. They won't find a mass audience in cable or any of the other "new" media, but they can find it in newspapers. It's up to us to be sure advertisers know how important that mass newspaper audience is and how to reach our readers creatively.

- *Our competition will become more intense.*

Our dominence of retail advertising, the largest segment of our revenues, is being strongly challenged by the mailing houses sparked by a combination of computerized address lists and unfairly low third-class mail rates. The newly announced postal rates, which represent only a slight increase for the mailers and actually mean *lower* mailing costs for shared-mail packages weighing more then 8 ounces, will strenghten our competition and make our job in this area that much more difficult.

Another long-range threat to our retail advertising is posed by direct marketing, which often seeks to bypass the store altogether. If there aren't any retail stores, there certainly won't be any retail store advertising.

Classified, as well as retail display, is threatened by direct marketing—especially in employment and real estate advertising—and by new media such as teletext and videotex.

Television, despite its problems, still has a strong grip on many large advertisers, and the networks will fight hard to keep their national advertising business. Cable has joined radio and magazines as strong competition for us in trying to take national business away from television. And on the local level, television and radio will continue to step up their efforts to take retail ad dollars away from us.

- *Target marketing will receive increased emphasis.*

Target marketing—attempting to match your product and your advertising message with a very highly defined segment of the population—has been a way of life among national advertisers for many years. Now it is becoming important to retailers. Newspapers must compete for this business by increasing our ability to deliver the advertiser's specialized message to the desired audience.

We've already taken major steps in this direction with zoned editions offering geographical targeting and with the "sectional revolution" offering advertisers special sections such as "Style," "Science," "Weekend," and so on.

The continuing success of these sections in terms of garnering advertising shows that they are indeed delivering the kind of audiences advertisers want.

•••

In terms of newspaper strategies for the coming 10 years, it seems obvious to me that the era of cost reduction is for the most part over. We have squeezed out the majority of the savings possible by computerizing our newsgathering and production facilities. Now the focus is shifting to the revenue side of the business.

What does this mean? If we are going to maximize newspaper advertising revenues, it means we are going to have to change the ways we sell newspaper advertising, just as we have changed the ways we turn out the newspaper.

Let me suggest three major changes I think we are going to have to make in our selling strategies and techniques in order to succeed:

1. *Increased emphasis on reaching top management.* The major decisions about advertising—including the decisions about which media to use—are now made in most companies at the very top. There is so much money at stake, and the consequences are so important, that top managements have no choice but to get involved. This has been true for many years with national advertising. In recent years we have seen it become true for retail advertising. It is even starting to happen in classified advertising, as real-estate franchisers and nationwide recruitment agencies replace local entities.

2. *Increased use of data in selling.* Computers have become one of the basic facts of life in media selection at all levels. Demographic information and more flexible distribution systems are used to target advertising more effectively. The distinction between circulation and audience has become increasingly important, especially to us in the newspaper business. These are all examples of the increasing use of organized data in the buying and selling of media, and there are many more. Generally, newspapers trail the broadcast media in using data as a selling tool. Our syndicated local-market audience research has been an important step forward, but we still have a long way to go.

3. *Selling the medium first.* We can't make any major gains in selling newspaper advertising in individual newspapers until we all do a better job of selling newspaper advertising (and what it can do for an advertiser) as a whole. Newspapers traditionally have promoted themselves as individual publications. We must spend more time, energy and money selling newspaper advertising first—and our own individual entities second. Not all our time, energy and money, of course, but more of it.

•••

These are some of the items on our long-range agenda. In the months to come, I'll discuss some of them in greater detail, along with our proposed strategies for dealing with the problems and opportunities they represent.

In the meantime, I'll be happy to hear from you, either in writing or by telephone, on these subjects.

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*Standen, president of the Newspaper Advertising Bureau, is a regular contributor to* presstime.

# New tools for nuclear coverage

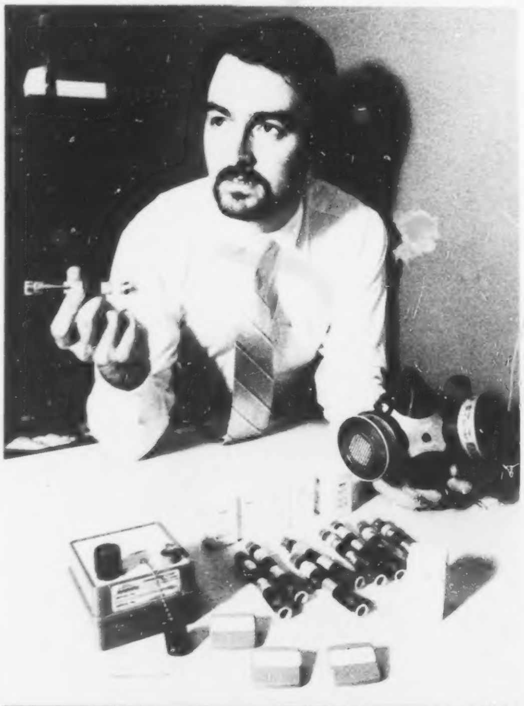
The New York Times has implemented a program to enable its news staff to cover potentially hazardous nuclear incidents with confidence that they are not being subjected to harmful levels of radiation.

The program was initiated on the recommendation of reporter Matthew L. Wald, who covers electric utilities for the Times [**presstime**, March 1983, p. 30].

"I think we took all the prudent steps that non-specialists should take," Wald said following establishment of the program.

"You don't want to spend your life preparing for a radiological accident," he said, "but you want to have done a reasonable amount of work in advance to prepare yourself for a broad spectrum of accidents involving radiation. The spectrum ranges from a small transportation accident in which some radioactive material is spilled, to a major power plant accident, or a weapons test that doesn't work right."

So far, 19 reporters, photographers and editors have undergone two days of training, covering not only how to use devices to measure radiation exposure, but also the basics of nuclear physics and a discussion of the biological effects of radioactivity. Eight of the staffers also received a third day of training in planning for and responding to radiological accidents, particularly those involving nuclear power plants.



**New York Times reporter Wald displays measurement devices and protective equipment used when there are dangers from radioactivity.**

The training was conducted by Michael S. Terpilak and Bernard Schleien, former radiation specialists at the U.S. Food and Drug Administration. They are partners in a Baltimore consulting firm, Nucleon Lectern Associates.

Terpilak and Schleien have been retained by the Times to train additional staff members, to conduct refresher courses and to be on call around the clock to answer telephone questions from Times' reporters. They also are prepared to accompany Times staffers to the scene of any major nuclear incidents.

For the program, the Times purchased several types of dosimeters (devices that measure radiation exposure), potassium iodide tablets (to prevent the concentration of radioactive iodine in the thyroid gland) and partial face masks with filters (to prevent the inhalation of radioactive particles). The equipment is kept at the Times' New York City newsroom and its Washington, D.C., bureau.

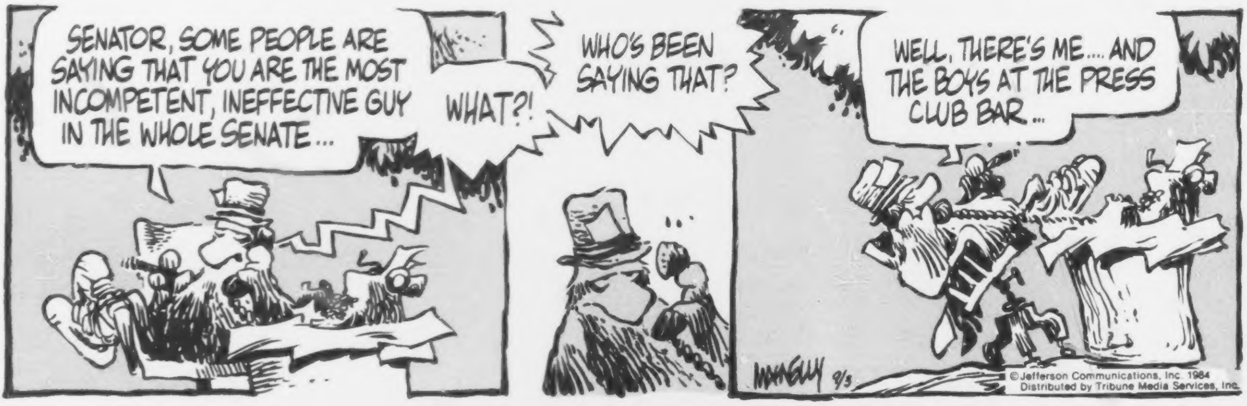
The detection equipment already has been used by Wald in a visit to a nuclear power plant and by another staff reporter who inspected a radioactive waste dump.

Records will be kept of dosimeter-measured radiation exposures, according to Dr. Howard R. Brown, medical director of The New York Times Co. If staff members should reach federally recommended levels of lifetime radiation exposure, they will not be assigned to stories carrying a risk of additional exposure, he said.

Not as a part of the radiation detection and prevention program, but in conjunc-

**'Shoe'**

**By Jeff MacNelly**


SENATOR, SOME PEOPLE ARE SAYING THAT YOU ARE THE MOST INCOMPETENT, INEFFECTIVE GUY IN THE WHOLE SENATE...
WHAT?!
WHO'S BEEN SAYING THAT?
WELL, THERE'S ME.... AND THE BOYS AT THE PRESS CLUB BAR...
MacNELLY 9/3

©Jefferson Communications, Inc. 1984
Distributed by Tribune Media Services, Inc.

Reprinted by permission of Jefferson Communications Inc., Reston, Virginia tion with it, is an informal recommendation by Brown that staffers of "child-producing age, both males and females," not be sent to cover nuclear incidents in which the radiation exposure levels are unknown, because of the possibility of genetic effects.

According to Elaine M. Naddaff, a Times newsroom official, it would cost a newspaper about $13,000 to set up such a program, including training for 20 people and equipment.

"The degree of usefulness will depend on events of the next few years," noted Wald. "I am confident if we had done this five years ago, it would have more than paid for itself in terms of usefulness."

*—Margaret Genovese*

## 1st Amendment Congress seeks headquarters

The First Amendment Congress, now five and a half years old, is looking for a permanent home and plans to hire a full-time executive director. The headquarters could be selected early next year and opened by spring, said the organization's chairman, Jean H. Otto.

The congress has sent letters to accredited journalism schools and some law schools asking whether they would be interested in serving as its headquarters.

"Many of the top-flight schools in the country have expressed interest and plan to write a proposal" for establishment of an office on their campus, Otto said. Those proposals will be screened at the congress' annual meeting Oct. 26-27 in Denver.

Otto said congress officials would like to settle on a headquarters site before beginning a search for an executive.

The First Amendment Congress was founded in March 1979 by 12 media organizations including ANPA. It has held three national meetings and more than 30 local and regional events [presstime, Jan. 1984, p. 44]. ☐

## Correction

Van A. Cavett, newly elected president of the National Conference of Editorial Writers, is editorial page editor of The Louisville Times. **Presstime** incorrectly stated in its August issue (p. 64) that he is affiliated with both the Times and its sister daily, The Courier-Journal. ☐

# Improvement found in reporting of polls

BY GUIDO H. STEMPEL III

**Guido H. Stempel III**

With the deluge of presidential election polls upon us, it is encouraging to note that one researcher has concluded that the reporting of polls by newspapers has improved in recent years.

Michael B. Salwen, a graduate student in the School of Journalism at Michigan State University, so reported at the convention of the Association for Education in Journalism and Mass Communication at the University of Florida in August.

His conclusions were based on a study of reporting of polls by the Detroit Free Press and The Detroit News from 1968 through 1980. Because he included wire-service and syndicated stories as well as locally written poll stories, Salwen concluded that the improvement he found probably was true for most newspapers.

He found that such critical technical details as sample size, question wording, date of the poll, error margin and sponsor all are being reported more frequently than they were in 1968. Yet at the same time, there were some 1980 polls for which these facts were not reported.

Copies of this study may be obtained from Salwen at the School of Journalism, Michigan State University, East Lansing, Mich. 48824.

• • •

Another study reported at the AEJMC convention found that lead paragraphs are less readable than the succeeding paragraphs in newspaper articles.

Harry Stapler, a professor at the University of Florida College of Journalism and Communication, analyzed sentence length in leads and the next three paragraphs of staff-written articles in 12 major newspapers.

He found that the average length of sentences in leads was 26 words, and the average length of sentences in the second, third and fourth paragraphs was 22 words.

Stapler pointed out that readability expert Rudolf Flesch suggests 19 words as an appropriate average sentence length for material written for the general population. Flesch considers a 26-word average sentence length as suitable for people with at least some college education. It is, in other words, clearly above the level of the average newspaper reader.

Stapler suggests that the inverted pyramid format, which encourages the writer to present a comprehensive lead, may be largely responsible for the difference between sentence length in leads in other paragraphs.

Copies of Stapler's study may be obtained from him at the College of Journalism and Communication, University of Florida, Gainesville, Fla. 32611.

• • •

Working newspaper journalists have an optimistic view about newspapers, according to a study reported in the spring issue of Newspaper Research Journal.

Authors of the study—Judee and Michael Burgoon of the Department of Communication at the University of Arizona, Charles K. Atkin of the Department of Communication at Michigan State, and James M. Bernstein, a graduate student at Michigan State—found that 48 percent of the journalists agreed and 22 percent disagreed that the public has more confidence in the local newspaper than local television news.

Fifty-eight percent agreed that their paper's news presentations have an important impact on public attitudes toward political and social issues. However, 48 percent did say that the future of the newspaper industry looks rather gloomy to them.

The study also found that employees whose work took them outside the newspaper office had more favorable attitudes about newspapers than did employees whose whole working day was spent in the office.

The study involved 489 journalists from eight newspapers selected to achieve a mix of location, circulation, ownership, competition and other factors. ☐

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*Stempel is a distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to* presstime.

# ITU's McMichen given 90 days to get merger agreement

The International Typographical Union, with a split in its leadership, anger in its ranks and rebellion from its mailer members, managed to scrape together a merger plan in the closing hours of an often tumultuous seven-day convention in Atlantic City.

ITU President Robert S. McMichen was directed by the 218 delegates at the convention to obtain a merger agreement with the Graphic Communications International Union or another AFL-CIO union. Waiting in the wings should the effort fail is the International Brotherhood of Teamsters, which already has a merger proposal before the ITU.

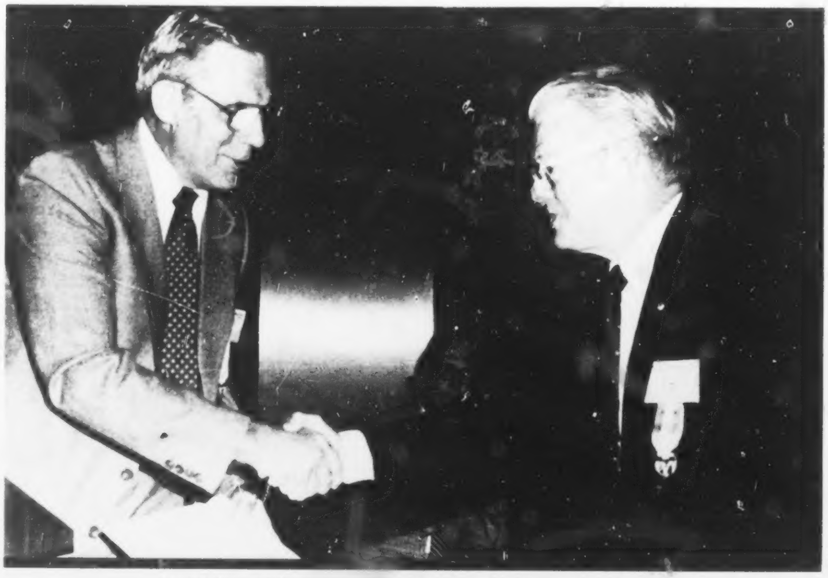
If an agreement is reached with the GCIU, it will be sent to referendum. If an agreement is not reached, the Teamsters proposal will be voted on by the membership.

McMichen, at the direction of the convention delegates, must come up with a merger agreement within 90 days after dissolution of a court injunction on any merger activity by the ITU. If he fails, the Teamsters proposal must be put to a referendum.

"We are confident we can get an agreement" with the GCIU, said ITU Vice President William J. Boarman.

In a telegram to McMichen, received at the beginning of the Sept. 8-14 biennial convention in the glittering new Harrah's at Trump Plaza on the boardwalk, GCIU President Kenneth J. Brown pledged to "work diligently, vigorously and openly with you and your fellow officers to make the most of the unique opportunities before us." Brown was attending the GCIU convention in Miami Beach, Fla., at press time and was unavailable for comment on the ITU convention's action.

To get the merger process going, the ITU delegates unanimously adopted a resolution calling for McMichen to take "immediate steps" to request U.S. District Judge Thelton E. Henderson in San Francisco to lift his ban against the use of union funds to promote a merger with any other union. Henderson was to have held a hearing Sept. 17, but a continuance until Oct. 22 was granted at the request of newly hired ITU attorneys who said they needed more time [presstime, Sept. 1984, p. 64].



The Press, Atlantic City

**McMichen (right) greets convention speaker Roy W. Anderson, ANPA vice president/human resources, in the Harrah's meeting room.**

The convention delegates, reflecting the membership, were about evenly divided into pro-Teamster advocates and those wishing to merge with the GCIU. McMichen called the merger issue "a gut-wrenching, friendship-splitting question."

The end came, however, with the unanimous approval of the proposition to seek merger with the GCIU and with a show of unity by the union's five top officers that make up the executive council, with all clasping raised hands. The five consisted of three who oppose a merger with the Teamsters and two who support it.

Many of the delegates, mostly from mailer locals, wore yellow T-shirts with "IBT/ITU" on the front and the word "Clout" on the back. Labor specialists note that one reason mailer locals favor merger with the IBT is the established working relationship between mailroom and delivery employees.

The bitter split in the ITU was reflected in comments both on and off the convention floor as delegates milled about during frequent recesses.

At one point, McMichen warned the delegates that the chair would not tolerate booing. "Booing is totally unnecessary and undemocratic and not in place at any ITU convention," he said. A mailer delegate rose "to protest the shabby treatment that certain delegates at this convention are receiving from the chair."

Outside the meeting room, one delegate was overheard to say, "I made friends at the last six conventions and now we're not speaking."

Delegate Bertram A. Powers, president of New York Typographical Union No. 6, told presstime the convention was the "most divisive" of the dozen he has attended. Powers supports a merger with the GCIU.

Dissension came early with a controversy over the seating of delegates from Montreal Local 145 and several other locals that had been elected on a date other than provided in ITU laws.

The large Montreal local, representing 3,800 votes, is anti-Teamsters. The credentials committee had recommended they be seated, but that recommendation was overturned by a roll-call vote, 16,033 votes to 15,106. (Each local's delegation is accorded one vote per member.) All but three of the 38 mailer locals, representing nearly 8,000 members, voted against seating those delegates.

A motion to reconsider the earlier action was defeated by 16,184 to 14,845. The significance of the roll-call votes was that pro-Teamsters delegates controlled the convention voting during the first days.

After the convention refused to seat them, delegates from Montreal and Leavenworth, Kan., went to U.S. District Judge Stanley S. Brotman in Camden, N.J. He ordered that all unseated delegates be seated and that their votes be segregated in future roll calls to allow their being disqualified at a later date if necessary.

Because the defendant in the case was the ITU, the union's executive council instructed its attorneys to appeal Brotman's ruling to the 3rd U.S. Circuit Court of Appeals. Brotman's action put the majority vote in the hands of those who favor a merger with an AFL-CIO-affiliated union. The order, however, became moot because no further roll-call votes were taken.

In the background at the convention was Carmine Parise of Cleveland, who heads the IBT Newspaper Drivers' Division. There is a question of how long Teamsters President Jackie Presser will keep his merger proposal on the table. A Teamsters spokesman said at press time, "We haven't changed our offer."

In the recent rerun election for the ITU leadership, McMichen defeated incumbent President Joe Bingel, who ran on a platform supporting merger with the Teamsters, 28,167 votes to 15,296.

First Vice President Allan J. Heritage, a Teamster advocate, said in a report distributed at the convention that while the merger question was a factor in some local unions, he was not convinced that it was the controlling factor in the overall vote.

Heritage said "the most troubling part" of the vote was that only 54.86 percent of the working members actually voted in the election. Furthermore, 67.50 percent of retired members voted, which accounted for 41.46 of the total votes cast.

**Austerity plan.** In his opening address to the convention, McMichen, who was installed in office Aug. 27, did not dwell on the merger issue. But the "program for austerity" that he announced was inspired by the same factor that undergirds merger talk—dwindling ITU membership.

According to McMichen, Secretary-Treasurer Thomas W. Kopeck had reported to the executive council that the union has lost 1,595 dues-paying members since the first of the year. Current total membership, including retirees, is 73,498. Of that number, 41,850 are revenue-producing.

*The ITU president said that the union has lost 1,595 dues-paying members since the first of the year.*

"We're not out in the streets by any means," McMichen said, "but our finances are tight. The rush of technology has left us sprinting to stay apace."

He noted that general fund expenditures have exceeded dues income every month this year. Because of this, he said, staff attendance was limited at the convention. For example, only 10 of the 24 international representatives were there.

McMichen said he has requested an audit of all ITU expenditures of the past few months. "Future expenditures will be governed strictly according to our income and local union needs," he said.

In addition, "we are examining the number and placement of our international representatives, with an eye toward restructuring in a way to get the most use out of each rep and toward cutting, where possible, the expenses incurred by each," he said. He said it has been costing an average of $100,000 per year per representative to service the local unions.

McMichen said the union's Canadian office has been "temporarily" closed "while we get a handle on expenses there."

In other areas, McMichen said he had reappointed International Representative James N. Wood as field director of organization. There are 15 active organizing programs under way, he said. "The simple fact is that if we don't organize, we die. That's true for the international, and it's just as true for our locals."

He said he was recommending to the executive council that the union retain a "junior" attorney to assist on a full-time basis at ITU headquarters in Colorado Springs. One of the newly hired attorneys for the union is Brian A. Powers, of the Washington, D.C., firm O'Donoghue & O'Donoghue, who is the son of the New York City ITU official.

McMichen said that newly elected Vice President Boarman, who was president of the Washington, D.C., local, will be directing the ITU's legislative and political affairs. "He is a registered congressional lobbyist and knows the ropes," the new ITU president said.

**Committee reports.** Convention delegates approved a number of committee reports, including one that recommended local unions secure language in their labor agreements calling for a 15-minute work break per hour for employees doing "intensive" work on video display terminals, and provisions that would allow pregnant employees to be assigned to work away from VDTs upon request.

The committee on ITU negotiated pension plans noted that the recent passage of the Retirement Equity Act "will have little impact" on the U.S. plan [presstime, Sept. 1984, p. 46]. "The NPP already has more liberal provisions in many areas than those provided by the act," the report said.

NPP Administrator Carl E. Hatton reported that employer withdrawal liability from the plan "remains at zero." He also noted that the loss of members "continues to be more than offset by the ever-increasing contribution rates negotiated in renewal contracts and very favorable interest earnings on our investments."

Another report noted that the job classification of "trainee" is being proposed to local unions "more and more in contract negotiations by employers as a means of cutting labor costs. It would be desired that these new employees be brought in as apprentices. If this is not possible, then work area restrictions must be imposed on these trainees."

"It is imperative," the report added, that mailer locals and publishers "work together" toward achieving total-market-coverage programs.

Also at the convention, delegates made seven changes to the union's bylaws, involving such internal matters as traveling cards (member mobility from local to local) and election procedures. There were no changes in the union's general laws, and no ITU constitution changes will be sent to referendum.

A resolution was approved to compensate President McMichen for loss of salary and benefits because of his not being seated as president on Jan. 1, 1984, because of the leadership struggle with his predecessor, Bingel. There will be a back-salary deduction for money McMichen earned in other employment from Jan. 1 to Aug. 27.

Another resolution, noting that the Union Printers Home in Colorado Springs has been operating on a monthly deficit of $80,000, directed the trustees to explore the feasibility of constructing a new home. The possible sale or lease of available land will be explored to aid in funding the new facilities. Proposals to close the home were rejected. *—Clark Newsom*

## Montreal Gazette again publishing after unions settle dispute

The Gazette of Montreal resumed publication Sept. 4 after losing seven publishing days in a labor dispute.

Management of the city's only English-language daily on Aug. 24 locked out editorial and commercial employees represented by The Newspaper Guild and printers and mailers represented by the International Typographical Union, following a week of sporadic work stoppages that reduced circulation from nearly 200,000 to 62,000. Labor agreements with the unions had expired June 30.

Publisher Clark W. Davey said union negotiators had threatened to "pull the plug" on the paper. Davey said that the paper lost $750,000 in revenue during the work stoppages and that he was dealing with what was "in effect, an on-the-job strike."

Shortly after the lockout, the Guild split from a joint council of the two unions and resumed negotiations that resulted in a new three-year agreement retroactive to July 1. The agreement raises a Guild member's pay by $33 a week in each year.

Wages and clarification of an existing job-security clause were the main issues in the dispute with the ITU. The union subsequently withdrew its demand for clarification and settled for the $99 total pay increase over three years. The 34-month ITU agreement runs to April 30, 1987, which will give that union the first crack at setting the wage pattern in the next negotiations.

The wage increases total 14.2 percent over the three years.

Pressmen represented by the Graphic Communications International Union had voted earlier to accept the $33-a-week increase. GCIU members crossed the ITU picket line Aug. 26 and performed maintenance and other work during the lockout.

It was the first time in its 206-year history that The Gazette, which is owned by Southam Inc. of Toronto, suspended publication for internal reasons.

## New York Daily News charged with racial discrimination

The Equal Employment Opportunity Commission has filed suit against the New York Daily News charging it with racial discrimination against black reporters.

The suit, filed in U.S. District Court in Manhattan, alleges the newspaper pays black editorial employees less than whites and denies blacks merit raises, promotions and opportunities for transfer.

The News said in a statement the charges are "without merit," adding that it was "surprised and disappointed that the EEOC is filing this legal action at this late date. As the EEOC has long been aware, these charges stem from litigation brought by a handful of employees over two years ago."

In 1982, the EEOC found that a black reporter, David Hardy, had "probable cause" for his charges that the newspaper engaged in racial discrimination. Hardy also is involved with other employees in a civil suit against the News that is pending in the federal court [presstime, Oct. 1982, p. 53].

The News, which said it voluntarily adopted an affirmative-action plan in January, charged that the the suit "will only unnecessarily delay, complicate and confuse the resolution of the controversy." The paper said it would have no comment beyond its prepared statement.

### Toronto Star accused of rights violation

A union has filed charges with the Ontario Human Rights Commission alleging that The Toronto Star is discriminating against female employees who solicit advertising by telephone.

The Southern Ontario Newspaper Guild contends that 13 of the 25 women solicitors are paid less than outside salespeople, a majority of whom are men.

The newspaper said it is paying in terms of the labor agreement negotiated with the union. "We don't believe we have breached any portion of the agreement," said C. J. H. Davies, director of industrial relations. He said the Star is preparing a response to the charges.

### Health-care survey finds newspapers stress cost containment

In 1981-83, the majority of ANPA-member newspapers saw their health-care costs increase by 20 percent or more, according to newly released findings of a survey. And three-fourths of the survey respondents reported taking actions to control health costs during the three-year period.

The survey, initiated by the ANPA Human Resources Committee to determine the status and future of health-care costs in the newspaper industry, was the first step toward establishing a health cost-containment information bank at The Newspaper Center.

A questionnaire was mailed to all ANPA members last spring, with a follow-up mailing to members of the Newspaper Personnel Relations Association [presstime, June 1984, p. 62]. The survey achieved a 31-percent response rate, with 404 newspaper operations answering.

The methods newspapers employed to reduce their health-care costs vary. Many have implemented or improved a benefits communication program, including making available an annual benefits statement for employees and providing them with information on how to reduce medical costs. A few have established a system of dealing exclusively with providers of health care that charge the least.

In assessing the effectiveness of the cost-containment techniques, respondents indicated that the three most effective are: (1) increasing deductibles, (2) communicating to employees what they can do to reduce costs, and (3) changing to some form of self-funding in which the employer assumes all or some part of the risk, rather than paying an insurance company.

Almost half (49.8 percent) of the newspaper operations responding reported they offer only one health plan. The others offer another option such as enrollment in a health maintenance organization, or HMO.

Covered under the respondents' plans are 99.5 percent of full-time employees and 27.5 percent of part-timers. Family coverage is offered by 89.9 percent. The survey also shows that 56.2 percent of the employers pay all costs for the individual, while 40.6 percent receive contributions from their covered employees.

The complete report will be mailed to ANPA-member newspapers this month.

# Two-tier pay scales unlikely as trend

Two-tier wage scales, in which newly hired employees are paid at rates lower than those being earned by previously hired employees, do not appear to be catching on at newspapers as they are in union contract settlements in the airline, supermarket and a few other highly competitive industries.

"To say it's a trend (in the newspaper business) would be an overstatement," says Paul J. Lizundia, secretary/manager of the Pacific Northwest Newspaper Association in Portland, Ore. "However, employers are looking at (two-tier scales) as a possible alternative to highly paid journeyman rates."

Lizundia notes that some wage scales are an outgrowth of old technologies and that the specialty and skill levels required have changed with new developments.

"While unions may not be receptive to two-tier (systems), they have been receptive to new job classifications" that pay lower than the journeyman rate, Lizundia says. However, in most of those cases, employees gradually work up to journeyman scale, whereas in a true two-tier situation they never catch up with the rate paid more senior employees.

"With a few exceptions," says ANPA Manager/Labor Relations Charles Cole, "notably Atlanta where it is found in all current labor agreements covering production and maintenance departments, there are few two-tier wage provisions currently in newspaper labor agreements."

Cole attributes this to several factors:

- The unwillingness of publishers to bargain sufficiently hard to gain the limited savings that would accrue only from new hires
- The unions' intransigence to creation of what they see as a second-class journeyman classification
- More easily available ways to reduce costs, principally through the negotiated right to hire part-time and restricted help at less than journeyman rate in those departments where the need is the greatest.

The craft unions are not alone in their position. The Newspaper Guild also objects to the "second-class journeyman" concept. "A reporter is a reporter regardless of when hired and ought to be paid at the same minimum schedule of wages," says Richard J. Ramsey, executive secretary of the Guild's contracts committee.

Still, the Great Falls (Mont.) Tribune recently negotiated an agreement with the Guild that allows the paper to hire certain non-editorial white-collar employees at a substantially reduced rate. It applies to display and classified advertising clerks, business office stenographers, cashiers, telephone operators, reception and data entry clerks, and circulation department clerks, bookkeepers and stenographers.

In the International Typographical Union's labor agreement with the Atlanta Journal and Constitution, the first at the company where a two-tier scale was established, journeyman printers on the payroll before April 4, 1979, receive $457 a week and those hired after that date are paid $365.60—80 percent of the journeyman scale.

At The Columbian in Vancouver, Wash., the ITU contract provides that the wage progression for all composing room employees starting after Dec. 1, 1981, "shall be determined by the employer."

ANPA's Cole notes, however, that the Vancouver contract is typical of the small percentage of agreements in the newspaper industry that are not in conformity with the international union's contract requirements and does not carry the "seal of endorsement" of the international president.

And a recent action by Congress indicates that two-tier pay scales may not be the wave of the future. It blocked the U.S. Postal Service from unilaterally imposing such a pay plan on union workers.

*—Clark Newsom*

## Sports reporter's firing is upheld by arbitrator

An arbitrator has upheld the discharge of a sports reporter for failing to produce "reliable" copy on a daily basis.

The reporter was hired March 14, 1983, by The Evening Independent of Massillon, Ohio, and fired Jan. 10, 1984.

The Cleveland Newspaper Guild contended that the grievant, an inexperienced reporter, had not received proper supervision and constructive criticism. Furthermore, the union said, the company could not use its own operational deficiencies, such as the absence of copy editors for sportswriters, as the basis for firing an employee.

But Arbitrator Roger I. Abrams said the 16,258-circulation daily "can't be faulted because it is a small operation" and works without copy editors for the sports department.

"Management can legitimately expect that a reporter will produce good copy on a regular basis, but not necessarily perfect copy every day," he said. "The key is whether the reporter is reliable."

The arbitrator said the company had shown "in a convincing fashion" that despite extensive counseling, the reporter was unable to produce reliable daily copy. The union's "cub reporter defense" could not be used to justify "simple carelessness" on the part of the reporter, Abrams said.

He also rejected what he termed the union's "deadline defense," saying that while newspaper writing is "hard work" under the pressure of close deadlines, "with little opportunity to ponder each phrase used," the time constraints imposed on the grievant were "reasonable and customary."

## Additional arbitration awards

**Arkansas Gazette, Little Rock, ITU:** A. Langley Coffey ruled that the company did not violate the labor agreement by creating a combination markup/keyboard operator job.

**San Diego Union and Tribune, Guild:** Thomas Christopher sustained the company's denial of a $25 collection bonus to a circulation department district manager after a $15 shortage was found in his deposit of subscriber payments.

**Seatle Post-Intelligencer, Guild:** John H. Abernathy found that the company gave the union proper notice of the layoffs that would occur as the result of entering into a joint operating agreement with The Seattle Times [presstime, June 1983, p. 48].

**Tacoma (Wash.) News Tribune, ITU:** Philip Kienast sustained the discharge of a mailer for insubordination—persistent refusal to work as directed by the foreman.

*(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)*

**"With the UNIMAN 4/2, we realize a substantial improvement in our quality of printing."**

Norman B. Tomlinson, Editor and Publisher
The Daily Record

A new UNIMAN 4/2 double width offset press is now "up and running" at The Daily Record of Morristown, New Jersey. One of the first newspapers in the country to use process color, The Daily Record requires high print quality to remain a leader in a fiercely competitive area. Publisher Norman Tomlinson believes that color is important to the success of his paper, which has grown to a circulation of 60,000 (70,000 Sunday). The UNIMAN 4/2 is already contributing to that success. As Mr. Tomlinson remarked, "It was most gratifying to be able to run acceptable process color from day one."

Ink fountains and a direct spiral brush dampening system enhance the color capability of the UNIMAN 4/2.

Production Manager Tom Connolly arranged the seven press units and three color decks so that The Daily Record can run process color on the outside pages and center spread.

Most appreciated in the press room, however, is the unique step-down access area under the arch of each unit which provides five feet of clearance for easy maintenance.

M.A.N.-Roland, the world's second largest manufacturer of printing presses, makes the UNIMAN 2/2 single width and UNIMAN 4/2 double width presses for growing newspapers that demand high quality and productivity. As Mr. Tomlinson pointed out, "The UNIMAN was the only affordable product on the market that met our strict requirements."

For a demonstration, or a free brochure, write to M.A.N.-Roland, Newspaper Press Division, 333 Cedar Avenue, Middlesex NJ 08846; or call us at 201-469-6600.

# UP AND RUNNING at The Daily Record

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# Planning begins on revising technical manuals for advertisers

Preliminary plans are under way to update and combine ANPA's technical manuals on preparation of artwork and other materials for black-and-white and color reproduction.

The plans, aimed at providing data that will guide advertisers in preparing art, photographs and copy best suited to achieve optimum reproduction, were discussed during the September meeting of the Association's Technical Committee in Reston, Va.

The Technical Committee's Color Standardization Task Force and Black and White Standardization Task Force are developing technical standards for the preparation of copy as well as for the resulting printed copy. The standards are being developed as guidelines for advertising material preparation, for both black and color copy. The project reflects the committee's interest in raising the reproduction quality of newspapers.

The Color Standardization Task Force also is examining the basic process-color inks used in the AdPro and AdLitho® standards. An effort is being made to determine the feasibility of shifting the current process red (magenta) to a deeper red that would be more acceptable by advertisers as spot color.

The reason for this investigation, according to the task force, is that in actual newspaper operations, a spot color ad is often run on the opposite plate position on a press or adjacent to the process-color plate, making it almost mandatory that the process red be used as the spot color.

Upon completion of this study, a new color ink book will be printed. If the basic current ink formulations are changed, the date of changeover will be established to permit newspapers adequate time to deplete color ink stocks and to adjust color separation techniques. The results of the Color Standardization Task Force study will be announced at the June 1985 Operations Management Conference & Exposition.

The Technical Committee's 11 task forces all met Sept. 6 in Reston, as did the Operations Management Conference & Exposition Committee. The next day, the two committees met jointly under a new committee structure deemed more streamlined and efficient by participants.

In other Technical Committee reports:

- The Newspaper Ink Study and Research Task Force reported that tests of letterpress ANPAINK™ (a non-petroleum-based, black ink) on a press line at The Washington Post were completed with satisfactory results.

Committee Vice Chairman Gene McDavid, vice president and general manager of the Houston Chronicle, said the task force plans a full pressroom test by Jan. 1. It hopes to have enough newspapers interested in the new ink to justify mass production by 1985.

The first test of *offset* ANPAINK is tentatively scheduled to be held in 1985. Non-petroleum color inks are planned for development later.

- The Environmental Task Force rec-

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## TECHNOLOGY NOTES

- **King Press Corp.**, which sells single-width newspaper and commercial offset printing presses, has been acquired by Publishers Equipment Corp. of Dallas.

PEC purchased the Joplin, Mo.-based firm from the parent company, Solna AB of Sweden. As a result of the transaction, Solna now holds 23 percent of PEC common shares.

The purchase provides additional manufacturing capabilities for King Press, whose products are complementary to PEC's double-width printing press products.

- Rudolf Hell GmbH of Kiel, West Germany, has concluded a **license agreement** with Bitstream Inc. of Cambridge, Mass., for the use of Bitstream's extensive type font library with the Hell product line.

Bitstream will provide Hell and its subsidiaries, including HCM Graphic Systems Inc., access to the existing 500-plus fonts in the Bitstream library as well as to future company-developed fonts.

## TECHNOLOGY CALENDAR

- The **45th New England Newspaper Production Conference** will be Oct. 11-14 at the Boston Marriott.

- **Graph Expo '84 East**, the national printing equipment and supplies show, will be Oct. 14-17 at the Coliseum in New York City.

- IFRA, the International Newspaper Color Association-International Federation of Newspaper Publishers Research Association, will hold its **annual congress** Oct. 15-18 in Nice, France.

- The **International Newspaper Conversions Group** will have its annual meeting Oct. 24-26 at the Disneyland Hotel in Anaheim.

- ANPA symposiums on **Pressroom Options and Distribution Systems** will be Oct. 30-Nov. 1 at the Chicago Ramada Hotel O'Hare.

ommended the development of training manuals, slides and videotapes to assist ANPA members in complying with government regulations. The task force also will be sending members the findings of its survey on the accident-reporting program. Other programs will focus on the findings concerning the potential health hazards of inks and their components.

"We're really going to be under the microscope as an industry," said Mattson. "What we really want to do is find any problems first."

- The Computer Software Research Study Task Force recommended the creation of an ANPA "electronic bulletin board" that would enable member newspapers to contact each other and the Association quickly in technical problem-solving efforts. It also reported survey results will be issued soon on the various ways personal computers are being used at newspapers.
- The Library Task Force said it is contacting the Graphic Arts Technical Foundation, the Rochester Institute of Technology and Seybold Publications for their possible participation in creation of a technical library at The Newspaper Center in Reston. All three organizations have indicated interest.
- The Direct Printing Task Force recommended the Association pursue acquisition of a flexographic printing unit for the coordinated testing of plates and inks.
- The Offset Printing Developments Task Force reported it will ship this month the second half of an anilox offset printing unit to the Burlington County Times in Willingboro, N.J., for testing purposes. The Times has been printing for some time with half of one unit converted and soon will be using an anilox inking system for the second half. The task force reported it is seeking a third Goss Urbanite press unit to be installed at The Newspaper Center for research purposes.

The OMC&E Committee said preliminary reports on a survey of those attending June's Conference & Exposition in Atlanta reveal almost all respondents rated the show as either "good" or "excellent."

Committee Chairman Joseph M. Ungaro, president and general manager of Westchester Rockland Newspapers Inc. in White Plains, N.Y., said the Atlanta success "will be a hard act to follow" next June in New Orleans. ☐

## Scanner users to be surveyed

Many publishers are contemplating investments in color scanners—devices that electronically separate color originals into four primary colors for printing. At present, however, their number is unknown, and conflicting reports are being received from manufacturers.

To better serve as a clearing house, the ANPA Technical Services Department will mail a questionnaire this month to member newspapers. The responses will be used to form a color-scanner coalition that will monitor new developments and share information related to the equipment.

For more information about the project, contact John C. Harrington, ANPA photographer/color specialist, at The Newspaper Center. ☐

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# ANPA *Calendar*

## OCTOBER

**ANPA Advanced Offset Press Operations Seminar**
The Newspaper Center, Reston, Va., Oct. 1-5

**ANPA Telecommunications Committee meeting**
Hyatt Regency on Capitol Hill, Washington, D.C., Oct. 2-4

**ANPA Foundation Newspaper in Education Instructor Training Seminar**
Airlie House Conference Center, Airlie, Va., Oct. 8-11

**ANPA Newspaper Safety and Health Symposium**
Marriott O'Hare, Chicago, Oct. 11-12

**Presstime Advisory Committee meeting**
The Newspaper Center, Reston, Va., Oct. 15

**ANPA Postal Committee meeting**
Hotel Washington, Oct. 16-17

**ANPA Foundation/Ohio Newspaper Association Midwest Literacy Symposium**
Columbus Marriott North, Columbus, Ohio, Oct. 26-27

**ANPA Newspaper Quality Control Seminar**
The Newspaper Center, Reston, Va., Oct. 29-Nov. 2

**ANPA Pressroom Options II Symposium**
O'Hare Ramada Inn, Chicago, Oct. 30-31

**ANPA Distribution Systems Symposium**
O'Hare Ramada Inn, Chicago, Oct. 31-Nov. 1

**ANPA Newsprint and Transportation Committee meeting**
Sheraton International Conference Center, Reston, Va., Oct. 31

**ANPA Newsprint and Transportation Committee/Canadian Pulp and Paper Association Newsprint Section meeting**
Four Seasons Hotel, Washington, D.C., Oct. 31-Nov. 1

## NOVEMBER

**ANPA/ASNE/APME Leadership in the Newsroom Workshop**
Sheraton-Dallas Hotel and Towers, Dallas, Nov. 12-14

**ANPA Advanced Offset Press Operations Seminar**
The Newspaper Center, Reston, Va., Nov. 12-16

**ANPA Executive Committee meeting**
The Newspaper Center, Reston, Va., Nov. 13

**ANPA Foundation Research for Medium-to-Small Newspapers Seminar**
The Newspaper Center, Reston, Va., Nov. 14-16

**ANPA Newspaper Color Separation Techniques Seminar**
The Newspaper Center, Reston, Va., Nov. 26-30

## DECEMBER

**ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar**
Brown Palace Hotel, Denver, Dec. 3-5

**ANPA Board of Directors meeting**
The Waldorf-Astoria, New York City, Dec. 6-7

**ANPA Foundation Board of Trustees meeting**
The Waldorf-Astoria, New York City, Dec. 7

**ANPA/International Newspaper Promotion Association Management Skills for Newspaper Promotion Seminar**
Back Bay Hilton, Boston, Dec. 10-12

**ANPA Advanced Offset Press Operations Seminar**
The Newspaper Center, Reston, Va., Dec. 10-14

**ANPA/ASNE/APME/ICMA/INPA/International Newspaper Advertising and Marketing Executives/Newspaper Research Council Single Copy Symposium**
Amfac Hotel, Dallas-Fort Worth Airport, Dec. 11-12

ANPA

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# Newsprint

## Two mills are struck; settlements reached elsewhere

Two North American newsprint mills remain closed due to strikes, but contracts covering workers at three mills have been ratified. And a tentative agreement affecting three other mills has been reached. In Canada, no talks are scheduled in the dispute at the La Baie, Quebec, mill of Consolidated-Bathurst Inc. Confederation of National Trade Unions members have been on strike there since July 27.

Elsewhere in Canada, Canadian Paperworkers Union members at the Thorold, Ontario, mill of Ontario Paper Co. Ltd. ratified a three-year contract that was based on a contract the CPU agreed to earlier with Abitibi-Price Inc. It calls for wage increases of 2.5 percent in the first year, 4 percent in the second and 5 percent in the third.

The CPU also reached a tentative agreement with CIP Inc.'s newsprint mills in Quebec—at Trois-Rivieres and Gatineau—and at Dalhousie, New Brunswick. Details of the agreement were not available at press time.

Contract negotiations continue between other Canadian newsprint producers and the CPU and the CNTU.

In the United States, meantime:

- Members of the United Paperworkers International Union ratified a two-year contract at Garden State Paper Co.'s Pomona, Calif., mill. The contract includes a one-year extension of the contract that had been due to expire April 30, 1985. It provides 5-percent wage increases each year.
- An eight-week strike by members of the Association of Western Pulp & Paper Workers at Publishers Paper Co.'s Newberg, Ore., mill ended Sept. 11 after the union ratified a new, four-year labor contract. It provides for no wage increase in the first year, 3 percent in the second and 4 percent in the third. The fourth-year increase will be based upon an average for wages at mills in the area during the preceding year.
- Members of the Association of Western Pulp & Paper Workers struck the Crown Zellerbach newsprint mill at Port Angeles, Wash., Aug. 28. ☐

## Kruger will acquire Bowater mill

Bowater Inc. agreed to sell its Corner Brook, Newfoundland, newsprint mill to Kruger Inc. Newfoundland's provincial government said Kruger agreed to spend $167 million over the next five years to modernize the four newsprint machines at the mill. It also agreed to study the feasibility of reopening a fifth machine that Bowater closed in 1983 [presstime, Sept. 1984, p. 62].

Kruger, a Montreal-based forest-products company, owns newprint mills in Bromptonville and Trois-Rivieres, Quebec.

Bowater said the sale is conditional on Kruger's ability to reach new labor agreements with the Corner Brook mill's unions, and financial agreements with the Canadian and Newfoundland governments on funds to help cover the modernization plan.

The Newfoundland government said it expects Kruger to emphasize newsprint sales in the United States. The mill had supplied European and Third World markets.

Terms of the sale, which could be completed by the end of November, were not disclosed. ☐

### Statistics delayed

**Newsprint statistics for August were unavailable by press time. They will be published in the November issue.**

## Newsprint notes

- Champion International Corp. proceeded with its **offer to acquire St. Regis Corp.** after receiving conditional clearance from the Federal Trade Commission.

Meanwhile, publisher Rupert Murdoch sold his 5.6-percent stake in St. Regis [presstime, Sept. 1984, p. 62].

- Bowater Inc. announced a $341-million expansion project to **increase production of lightweight, coated, groundwood paper** by 197,000 short tons at its Catawba, S.C., mill.

This kind of paper is used in printing magazines, four-color advertising inserts, catalogs and coupons.

# Transportation

## Boxcar decision stands; ICC plans appeal

A federal appeals court refused to reconsider its June decision to vacate partially the Interstate Commerce Commission's deregulation of boxcar traffic.

Petitions for rehearing had been filed with the U.S. Court of Appeals, District of Columbia Circuit, by Conrail and the ICC. They asked the court to re-examine its opinion reversing the ICC's deregulation exemption for joint rates—those implemented by two or more railroads [presstime, Sept. 1984, p. 53].

In its recent decision, the court said: "On remand, the ICC is of course free to revisit its decision. Our task is solely to ensure that it provides adequate justification for whatever it does."

The ICC plans to ask the U.S. Supreme Court to review the appeals court's decision. ☐

## And then there were 3

The U.S. Department of Transportation Sept. 11 trimmed the list of Conrail bidders to three. The finalists are the Norfolk Southern Corp., the Alleghany Corp. and a group headed by hotel-food services magnate J. Willard Marriott Jr.

The Norfolk Southern offer will be referred to the Justice Department for a study of how a Conrail-NS consolidation would affect competition. All three offers will be reviewed by the Treasury Department for tax and financial implications [presstime, Sept. 1984, p. 53]. ☐

## Rail talks reach impasse

Management has asked the National Mediation Board to step into the contract negotiation process with two large rail labor unions, the United Transportation Union and the Brotherhood of Locomotive Engineers, thus signaling that an impasse has been reached. The moratorium on reopening the current three-year agreement ended June 30 [presstime, April 1984, p. 49]. ☐

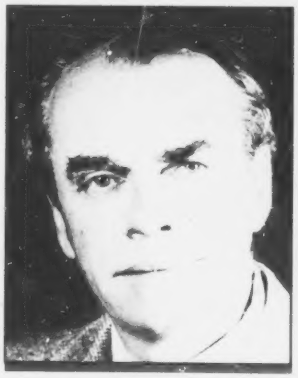
## Rail-truck link studied

Norfolk Southern Corp. is seeking ICC authority to acquire control of North American Van Lines Inc.

North American is a major transporter of household goods, high-value products and general freight. Norfolk Southern owns the Norfolk & Western and Southern railways. ☐

Rupert Murdoch

Benjamin C. Bradlee


Dana Bullen

Ardyth B. Sohn

**Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:**

### Is There a Liberal Media Elite in America?

Rupert Murdoch, chairman and chief executive officer, News America Publishing Inc., New York City; Benjamin C. Bradlee, executive editor, The Washington Post; Nick Thimmesch, resident journalist, American Enterprise Institute, Washington, D.C.; and Robert Lichter, assistant professor/political science, George Washington University, Washington, D.C. AEI symposium, Washington, D.C., June 28.

### Sidle Panel Report on Military-Media Relations and Statement by the Secretary of Defense

Retired Army Maj. Gen. Winant Sidle and Defense Secretary Caspar Weinberger. Washington, D.C., Aug. 23.

### UNESCO: Communications Issues

Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Subcommittees on International Operations and on Human Rights and international Organizations, House Foreign Affairs Committee, Washington, D.C., July 26.

From the Association for Education in Journalism and Mass Communication annual convention, University of Florida, Gainesville, Aug. 5-8:

### How Newsday Covers the News

Richard Galant, Suffolk County editor, Newsday, Long Island, N.Y.

### Motivational Patterns of Newspaper Managers: An Exploratory Study

Ardyth B. Sohn, professor, School of Journalism, University of Colorado, Boulder; and Leonard H. Chusmir, assistant professor, College of Business and Administration, University of Colorado, Denver.

### Race, Homicide and the News as Covered by Milwaukee's Daily Newspapers

David Pritchard, assistant professor, School of Journalism, Indiana University, Bloomington.

### Newspapers' Joint Operating Agreements

Marie Parsons, instructor, Department of Journalism, University of Alabama, Tuscaloosa.

### Chains Versus Independents: Newspaper and Market Characteristics

F. Dennis Hale, associate professor, School of Journalism, Bowling Green State University, Bowling Green, Ohio.

### A Quantitative Profile of Gannett Newspapers

Dwight W. Jensen, assistant professor, S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y.

### The Development of Professional Values of Journalists

Lee B. Becker, professor, R. Warwick Blood, assistant professor, and Susan L. Caudill and Jeffrey W. Fruit, graduate students, School of Journalism, Ohio State University, Columbus.

### Weekday and Sunday Newspaper Readership: Some Uses And Gratifications

Wayne M. Towers, associate professor, Department of Journalism, San Diego State University.

### Cartoonists and Editors Look at Cartooning

Daniel Riffe, assistant professor, Mass Communication Research Center, Southern Illinois University, Carbondale; Donald Sneed, assistant professor, Department of Communication, Texas A & M University, College Station; and Roger L. Van Ommeren, associate professor, Department of Journalism and Mass Communication, South Dakota State University, Brookings.

## Canada's press evaluates Mulroney

Canadian publishers generally welcomed the Sept. 17 swearing-in of Conservative Brian Mulroney as their country's prime minister. But there is no feeling of confidence that the press will have more access to him than it did to former Prime Minister Pierre Trudeau of the Liberal Party or his successor, John Turner.

In fact, The Globe and Mail of Toronto said in a front-page story Sept. 20: "The government of Brian Mulroney is going to extraordinary lengths to control the flow of any information about the steps being taken as the Tories (Progressive Conservative Party) assume power."

Norman Webster, editor-in-chief of The Globe and Mail, told **presstime** that Mulroney has resisted pressure to hold a press conference and that Deputy Prime Minister Erik Nielsen advised the 39 other members of the Canadian cabinet to avoid the press.

However, Webster also said that while Trudeau was "contemptuous" of the press, Mulroney does not have "a personal dislike" of it.

Donald Nicol, publisher of the Winnipeg (Manitoba) Free Press, said he doesn't believe Mulroney will be any more accessible to the press than was Trudeau. "I think he will be much like (President) Reagan," he said.

"At the moment," said Paddy Sherman, publisher of The Citizen in Ottawa, "Mulroney has not sorted out where he's going or what he's going to do." He noted there was a problem in getting Mulroney to hold press conferences during the campaign. "The concern is how he will handle the press in the future," Sherman said.

A positive sign of how the new prime minister views the press may be gleaned from a speech made a year ago to the Canadian Daily Newspaper Publishers Association. Perrin Beatty, who at the time was communications critic for the Conservatives and who is now minister of national revenue in the Mulroney government, opposed any bill that would limit press rights. That speech had been cleared with Mulroney.

In a speech at this year's ANPA Convention in Montreal, Mulroney roundly criticized U.S. media for neglect in their news coverage of Canada (**presstime**, May 1984, p. 37). Mulroney reportedly scans half a dozen Canadian and U.S. newspapers a day.

The prime minister's press secretary is William Fox, former Washington correspondent for The Toronto Star and a former Southam correspondent. □

## AP calls for nominations for six directorships

Member newspapers of the Associated Press are being asked to recommend candidates for the wire service's Board of Directors. Recommendations should be made to the board's Nominating Committee, which will meet Nov. 20 to select nominees.

Election of new directors will be at the AP Annual Meeting May 6, 1985, in Miami Beach, in conjunction with the May 6-8 ANPA Convention.

The committee will make 10 nominations for five regular directorships, plus two nominations for a director from a city of less than 50,000 population. The six new directors to be elected in Miami Beach will replace people whose terms will expire at that meeting.

Member newspaper representatives are asked to write or call nominating committee members. They are Richard J.V. Johnson of the Houston Chronicle, chairman; Eugene Patterson of the St. Petersburg Times, secretary; William M. Boyd of The Home News, New Brunswick, N.J.; Christy C. Bulkeley of The Saratogian, Saratoga Springs, N.Y.; Wilfred R. Woods of The Wenatchee (Wash.) World; David Kruidenier of the Des Moines Register; Fred A. Stickel of The Oregonian, Portland, Ore.; and William O. Taylor of The Boston Globe. □

## AP assessment up 4.7%

The Associated Press Board of Directors has decided to raise assessments for AP-member newspapers and broadcasters 4.7 percent for 1985. Wire service officials said it will be the lowest annual percentage increase in 14 years.

The increase, to take effect Jan. 6, will be in addition to any changes in newspaper members' bills created by AP's new circulation-based assessment formula that also will take effect in January (**presstime**, April 1984, p. 70).

AP officials said the wire service will inform each member of specific changes in their bills by the end of this month.

A spokesman for United Press International said in late September the company has not yet decided on a rate increase. UPI usually raises rates each year, and the spokesman said one will come in 1985. □

## UPI Guild approves cuts; Small fired

Wire Service Guild members of United Press International voted 454-164 for a series of temporary pay cuts that UPI officials say will enable the company to survive and eventually prosper.

Also during September, which was yet another in a series of tumultuous months at the nation's second-largest wire service, President William J. Small was abruptly dismissed. He subsequently charged that the firing violated terms of his employment contract, and said he will sue UPI on those grounds.

Some newspaper-business executives questioned the reasons for Small's termination as well as the manner in which it was handled.

The salary reductions, initially in the amount of 25 percent, took effect Sept. 17, the day of the Guild vote (**presstime**, Sept. 1984, p. 64). All UPI employees were affected except 51 communications technicians who are members of the United Telegraph Workers. UPI and that union Sept. 20 reached tentative agreement on a similar concession plan including layoff of 16 members. The agreement was scheduled to be implemented Oct. 28 after a ratification vote.

Other developments in the UPI turnaround effort came in September when UPI owners Douglas F. Ruhe and William E. Geissler said they want to sell their interests in Chicago television station WFBN. Ruhe and Geissler also became principals in a new direct-broadcast satellite venture with Comsat and the Prudential insurance company.

They said profits from the TV station sale will be devoted to new services UPI is trying to develop, including customized news reports for entities such as trade magazines, and other "businesses of benefit" to UPI.

Involvement in DBS, they said, could benefit the wire service in the long run by providing it important access to that new technology.

Ruhe and Geissler's outside investments have been criticized by some UPI employees because of UPI's own urgent financial needs. Geissler responded to that criticism in an employee memo, saying he and Ruhe have been able to borrow money for new communications technologies because investors see potential for large future profit. □

# More a.m.-p.m. mergers announced

Another newspaper company has combined its morning and evening papers and a second has announced plans to do so.

The San Antonio Express (morning, circulation 95,244) and the San Antonio News (evening, 79,314) merged Sept. 10 into the all-day Express-News. The consolidated paper, which Executive Editor Bert Wise said is a "greatly improved product," is owned by Rupert Murdoch's New York City-based News America Publishing Inc.

The Express-News competes with The Hearst Corp.'s San Antonio Light (evening, 140,374).

In the other merger, Knight-Ridder Newspapers Inc. said it will combine the St. Paul Pioneer Press (morning, 105,802) and the St. Paul Dispatch (evening, 99,729) on Jan. 2. The combined all-day newspaper will be named the St. Paul Pioneer Press & Dispatch.

Earlier this year, the news and features staffs of the St. Paul papers were merged [presstime, March 1984, p. 52].

In the adjacent city of Minneapolis, the evening Star and morning Tribune were merged in 1982 into the all-day Minneapolis Star and Tribune.

Robert C. Momsen vice president/marketing for the St. Paul papers, said the merger will "put us in a much stronger marketing position." The combined paper will continue to provide home-delivery to both morning and afternoon subscribers, Momsen said.

Such mergers previously have taken place this year in Oklahoma City, Pueblo, Colo., and Greensboro, N.C. [presstime, Feb. 1984, p. 51 and April 1984, p. 70].

In publishing changes elsewhere:

- The Times-Colonist of Victoria, British Columbia, which had been an all-day paper of 75,713 circulation, began publishing mornings only Aug. 27. The paper is owned by Thomson Newspapers of Toronto.
- The 10th and 11th p.m.-to-a.m. conversions this year [presstime, Sept. 1984, p. 65] occurred Aug. 13 when the Aberdeen (S.D.) American News (20,515), a Knight-Ridder newspaper, made the switch and Sept. 4 with the conversion of the Tri-City Herald (34,859) in Pasco, Wash. It is in the McClatchy Newspapers group. ☐

## Research seminar scheduled

Research for Medium-to-Small Newspapers will be the title and subject of a seminar Nov. 14-16 at The Newspaper Center in Reston.

Sponsored by ANPA Foundation in cooperation with the E.W. Scripps School of Journalism at Ohio University, the seminar will be a practical, nuts-and-bolts session. It will focus on ways smaller newspapers can keep up with current research methods, develop their own research plans, and cultivate continuing relationships with experts and universities close to home.

Leading the seminar will be Guido H. Stempel III, professor of journalism at the Scripps School, co-author of *Research Methods in Mass Communications*, and Maxwell E. McCombs, John Ben Snow professor of newspaper research at the S.I. Newhouse School of Public Communications, Syracuse University.

The seminar will feature a session led by Albert Gollin, vice president and associate director of research at the Newspaper Advertising Bureau.

Registration fee, including materials and lunches is $175. Lodging and other meals are additional. For further information, contact ANPA Foundation. ☐

## Recent acquisitions

Hagadone Corp. of Coeur d'Alene, Idaho, acquired the Daily Bee of Sandpoint, Idaho, circulation 4,085.

Edmond (Okla.) Publishing Co. acquired the Mineral Wells (Texas) Index, daily circulation 5,132.

Richard Scudder and William Dean Singleton, president and publisher, respectively, of The Gloucester County Times of Woodbury, N.J., are acquiring Today's Sunbeam of Salem, N.J., daily circulation 10,555. ☐

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## 'Compunications' and its effects

Not so many years ago, components of the mass media were clearly what they were. That is, television was television, cable was cable and newspapers were newspapers.

Today, says Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications in San Antonio, there is a "blurring distinction that has characterized the individual media." For example, the same satellite that transmits television images also sends facsimiles of newspaper pages.

Observations about this melding of computer and telecommunications technologies—"compunications"—and its effects on the media are assembled by Benjamin M. Compaine in *Understanding New Media: Trends and Issues in Electronic Distribution of Information.* Compaine, executive director at the Program on Information Resources Policy at Harvard University, edited the 380-page, hard-cover book and wrote seven of the 13 chapters.

The writers emphasize that it is not the content of the various media that is changing but the way the content is stored, processed and transmitted. "Newspaper publishers, rather than thinking of their organization as a newspaper alone, need to think of themselves as a corporation possessing strengths and weaknesses in content, process and format . . . if they wish to remain competitive in the information marketplace," according to John C. Le Gates managing director of the Program on Information Policy, one of the book's contributors.

"The role of ANPA itself will become less easy to identify," Le Gates says. "As other information businesses are drawn into the newspapers' orbit or newspapers into theirs, ANPA members will respond differently. Some will perceive threats and others opportunities."

*Understanding New Media* is available for $29.95 from Ballinger Publishing Co., 54 Church St., Cambridge, Mass. 02138. ☐

## When newspaper ownership changes hands

"The daily newspapers of the United States are being put in chains, newspaper chains. At the current rate, there will be no single, family-owned dailies by the year 2000," reports Loren F. Ghiglione in the introduction to *The Buying and Selling of America's Newspapers.*

What happens to a family-owned daily's news performance, staff morale, budget, and editorial views when the paper is acquired by a newspaper group? How do residents react when their hometown newspaper, to which they've been accustomed through sometimes four generations of owners, takes on a new appearance or political tone?

Do increased ad linage, salary increases and technologically updated newsrooms—which sometimes result—offset high staff turnover, disillusionment or thoughts that the paper has "lost its spirit?"—which also sometimes results.

Ghiglione, president, publisher and editor of The News in Southbridge, Mass., and nine other journalists examine the fate of 10 newspapers that have made the transfer from individual to group ownership.

Each of the individually written stories includes mention of the newspaper's founder, the climate of the community in which it was founded, why the paper ultimately changed ownership, how all the participants of the scenario took to the acquisition and how the newspaper is faring under group ownership.

The 200-page book, edited by Ghiglione, is available for $21.95 from R. J. Berg & Co., P.O. Box 20450, Indianapolis, Ind. 46220. ☐

## An inside look at government press offices

In September 1981, Stephen Hess, a senior fellow in the Governmental Studies program at the Brookings Institution, began a year-long study of personnel and operations at government press offices.

Hess kept a daily log of his on-site observations at five federal agencies: the Food and Drug Administration, the Pentagon, the Department of Transportation, the State Department and the White House. His findings are presented in *The Government/Press Connection: Press Officers and Their Offices.*

The 160-page book is available in soft cover for $8.95 or in hard cover for $22.95 from the Brookings Institution, 1775 Massachusetts Ave. NW, Washington, D.C. 20036. ☐

## Los Angeles, New York and Dallas added as meeting sites

Three cities have been added to the list of sites for ANPA's two annual membership meetings.

At its September meeting in London, the Association's Board of Directors approved Los Angeles and New York City for the 1990 and 1991 Conventions, respectively. Dallas was approved for the 1990 Operations Management Conference & Exposition.

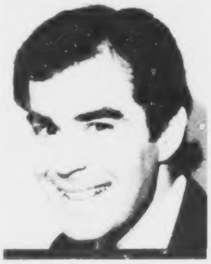
The schedule now is as follows:

| **Convention** | | **Conference & Exposition** |
|---|---|---|
| Miami Beach | **1985** | New Orleans |
| San Francisco | **1986** | Atlanta |
| New York City | **1987** | Las Vegas |
| Honolulu | **1988** | Atlanta |
| Chicago | **1989** | New Orleans |
| Los Angeles | **1990** | Dallas |
| New York City | **1991** | (to be selected) |

☐

## David Rambo named assistant m.e.

C. David Rambo, a staff writer for presstime for nearly five years, has been named assistant managing editor of the magazine. He replaces Neil D. Swan, who has returned to a consulting position in the Washington, D.C., area.


C. David Rambo

Rambo, who received a bachelor's degree in journalism from the University of Maryland, was a reporter and editor for weeklies on Maryland's Eastern Shore before joining the Frederick (Md.) News-Post where he became assistant news editor. He joined presstime in January 1980. ☐

## New member

The Kamloops NEWS

Kamloops, British Columbia (circulation 22,485). L. R. Timmermanns, publisher.

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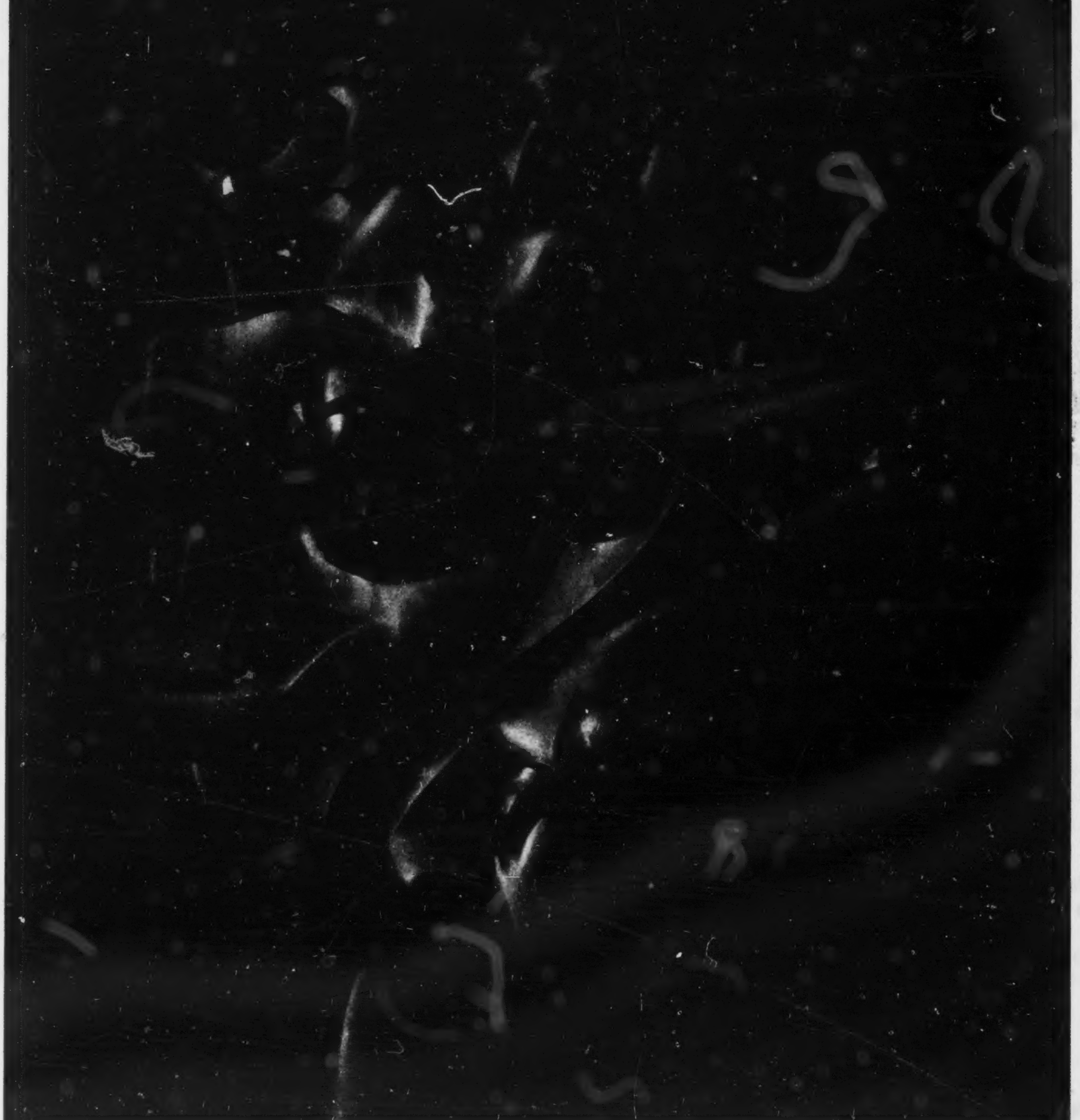

Sculpture at the entrance to AP's international headquarters in New York: "News" by Isamu Noguchi. AP photo — Vlamis

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